LIFE

TAX-HAPPY ON THE EXPENSE ACCOUNT



VANESSA BROWN SHOWS HOW TO WEAR STOLES

20 CENTS

MARCH 9, 1953

REG. U. S. PAT. OFF.

The best-dressed beds wear CANNON percales!

(and how little they cost!)





6 flattering fashion colors!

Sleep beautifully . . . snuggled between colorful, flattering Cannon Percale Sheets. Select the shade most becoming to you—and your bed—from the chart of Cannon fashion colors (right). All lovely, *lasting* colors—for Cannon Percales are *colorfast*, as approved by the American Institute of Laundering. Glorious in white, too.



Cannon Combspun* percale—yet so thrifty!

Feel how soft . . . how soothing. These precious percale sheets are luxurious to the touch, but not the least bit fragile! Cannon Percales are *Combspun* for service. The cotton is combed till only longest, strongest fibers remain. The cost? Only a few pennies more than heavy-duty muslin sheets.

*Reg. U. S. Pat. Off.





Cannon Fitted Sheets stay smooth!

They slip right over your mattress . . . stay smooth without a wrinkle . . . cut bedmaking time in half. Get Cannon Fitted Sheets, in white or colors, twin or double sizes. Permanent fit—residual shrinkage less than 1%.



New! Make slip covers, curtains with sheets!

It actually costs you less than with comparable fabric by the yard to fashion bedroom ensembles with Cannon Percales. Learn how easy it is to do. Send 10¢, with your name and address, for Cannon's idea-crammed, full-color booklet, "Make it with Sheets!" Write Cannon Mills, Inc., Box 1, Brooklyn, N. Y.

More women use Cannon Percales than any other brand!

Cannon combspun percale sheets



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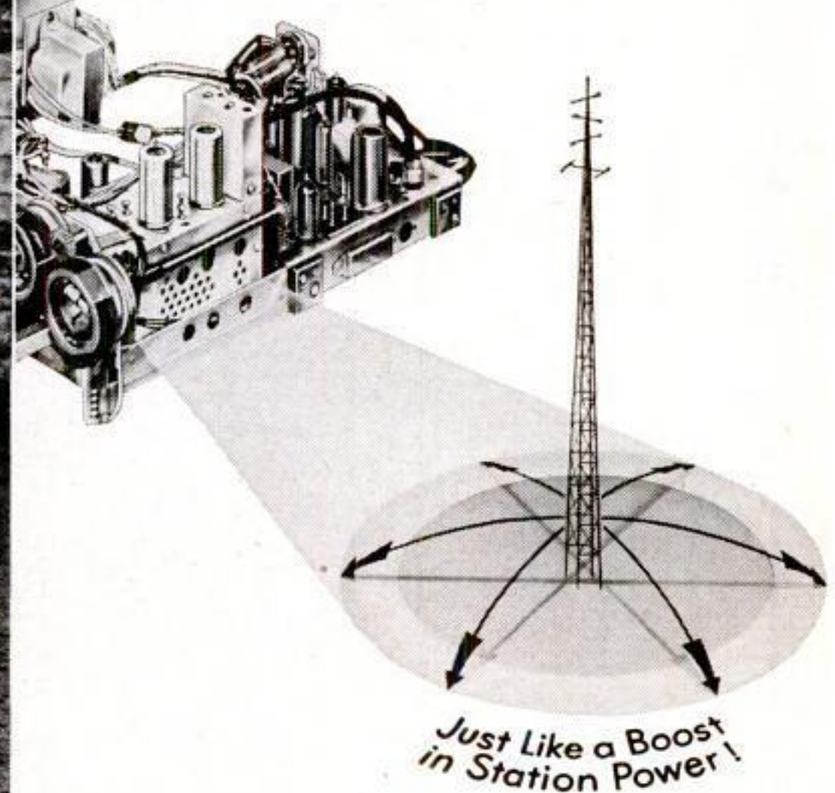
First in Performance... First in Public Demand!



PHILCO Television

with the

Golden Grid Tuner



The Ultimate in a Television FM-AM Combination



Now, enjoy in a home entertainment center the television development everybody is talking about—a High Fidelity Philco with Golden Grid Tuner. Everywhere, it's *number one* among all TV sets for sensitivity and sheer power. Everywhere, it leads in public demand. And it's yours for 1953 with True-Harmonic FM-AM radio-phonograph that plays *all* records better than ever before. The Philco 2292-M in space-saving Mahogany veneer cabinet . . . ask your Philco dealer for a demonstration.



BLOND OAK ENTERTAINMENT CENTER—the Philco 2292-L. Like all new Philco TV combinations, cabinet is equipped with swivel casters.

Available with Built-In All-Channel UHF

Exclusive from Philco—*full* coverage of *all* new TV stations plus the only directional Built-In Aerial System for *both* UHF and VHF reception.

★

Philco TV from $199.95 to $845, including Federal Tax and Warranty. Prices subject to change without notice.



Special Service Band Automatic Clock-Radio

New for 1953—the Multiwave Philco 702. Enjoy now exciting short-wave calls in addition to regular programs. Automatic clock.

PHILCO® *Famous for Quality the World Over* ® Philco Corp.

LIFE
March 9, 1953

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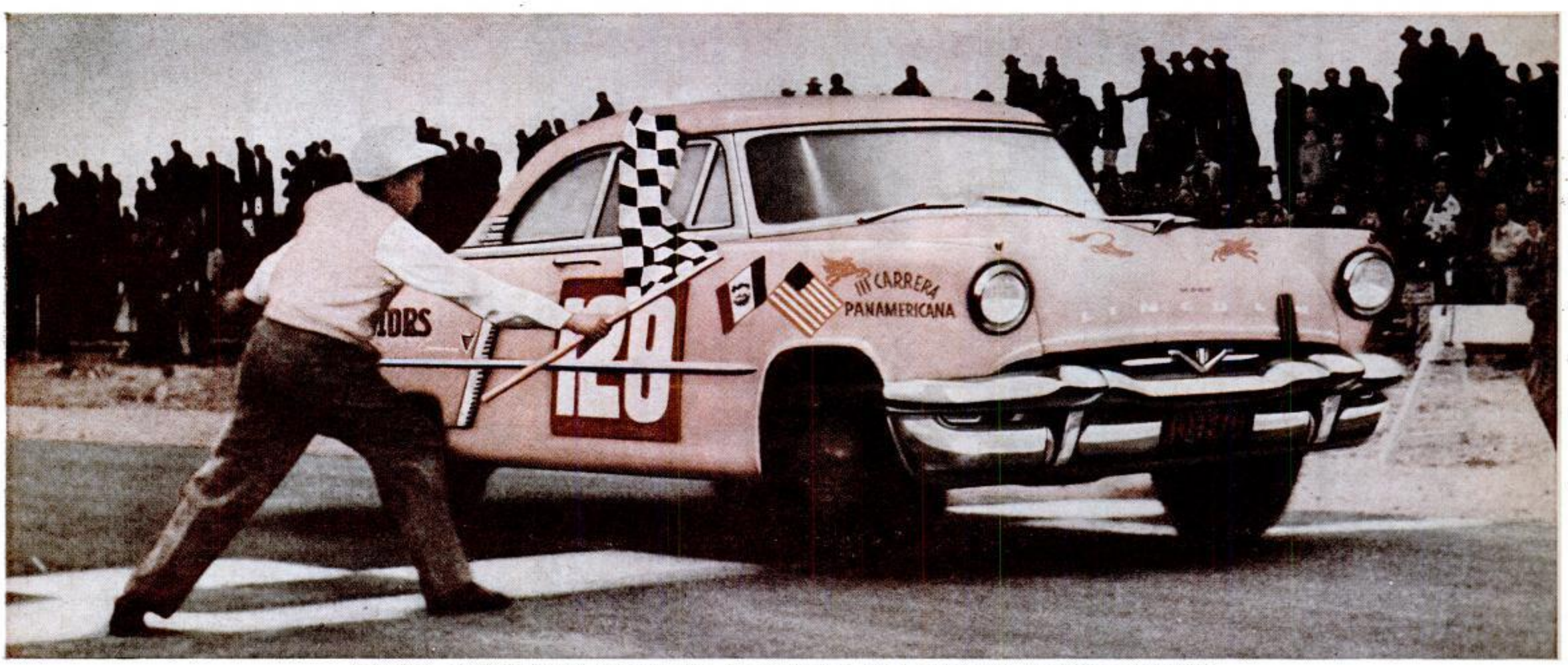
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Spark Plugs That Perform **LIKE THIS**

1-2-3-4 **IN WORLD'S TOUGHEST ROAD RACE**

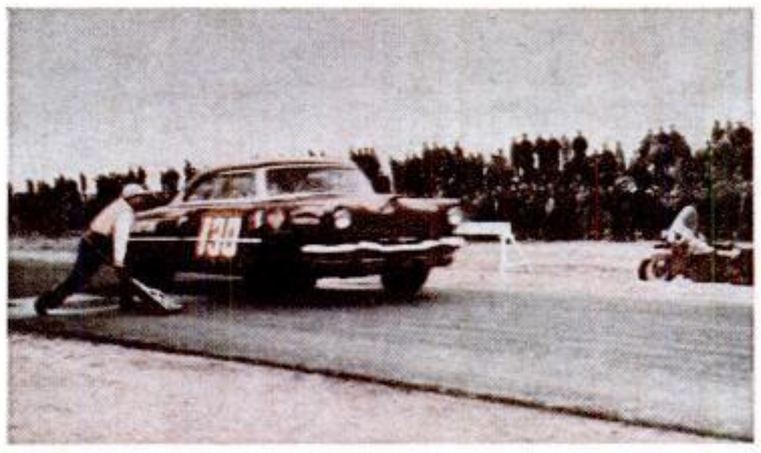
Will Make **YOUR CAR** Perform Better!



CHUCK STEVENSON, *Winner, and 1952 National AAA Champion. Total time 21:15:38*



JOHN MANTZ—*Total Time 21:16:09*



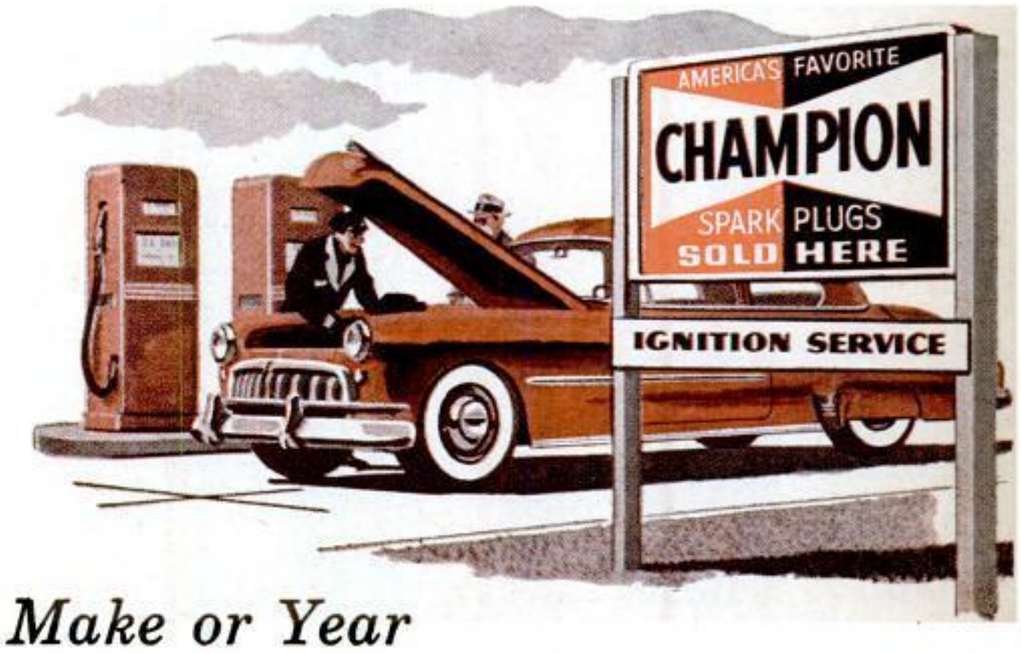
WALTER FAULKNER—*Total Time 21:20:27*



CAPT. BOB KORPF—*Total Time 21:25:09*

Four 1953 Lincolns recently scored an impressive sweep of the stock car division of the third Mexican Road Race, run over 1,934 miles of the rugged Pan American Highway. All equipment, including their Champion Spark Plugs, was strictly stock. These cars eclipsed all previous records, averaging over 90 m.p.h. for the five-day grind.

It's in grueling tests like this—over treacherous mountain highways with steep grades and sharp turns, alternating with long, straight stretches where maximum speeds are maintained for long periods—that Champion Spark Plugs prove their superiority. Give your car the best, get Champions for championship performance.



CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Better by Far for **EVERY CAR** *Regardless of Make or Year*

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"Hello, Mother! It's Me!"



"Thought I'd call you up and find out if you arrived OK.

"No, it didn't take long. Seemed like I'd just given the operator the number when I heard your voice.

"Good thing I remembered to jot down Aunt Sue's number when you were there the last time."

YOU'LL FIND THIS IS A GOOD IDEA FOR YOU, TOO...

Call By Number

You save time on out-of-town calls when you give the Long Distance operator the number you want.

So here's a helpful hint. Write down the out-of-town numbers you already know. If there's a new number you don't have—or an old one you've forgotten—be sure to add it to the list when the operator gives it to you.

The Bell Telephone Company in your community will gladly give you a free Telephone Numbers Booklet.

BELL TELEPHONE SYSTEM ... LOCAL *to serve the community.* NATIONWIDE *to serve the Nation.*

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2½ million families live by it...

CLOCK-RADIO

TURNS ITSELF OFF AFTER YOU GO TO SLEEP...

● Easy, relaxed living goes with the famous G-E Clock-Radio. Nighttime, you just set it and forget it. You fall peacefully asleep to sweet music. Then your G-E shuts itself off and turns out your reading lamp.





WAKES YOU TO MUSIC OR NEWS WITHOUT RESETTING...

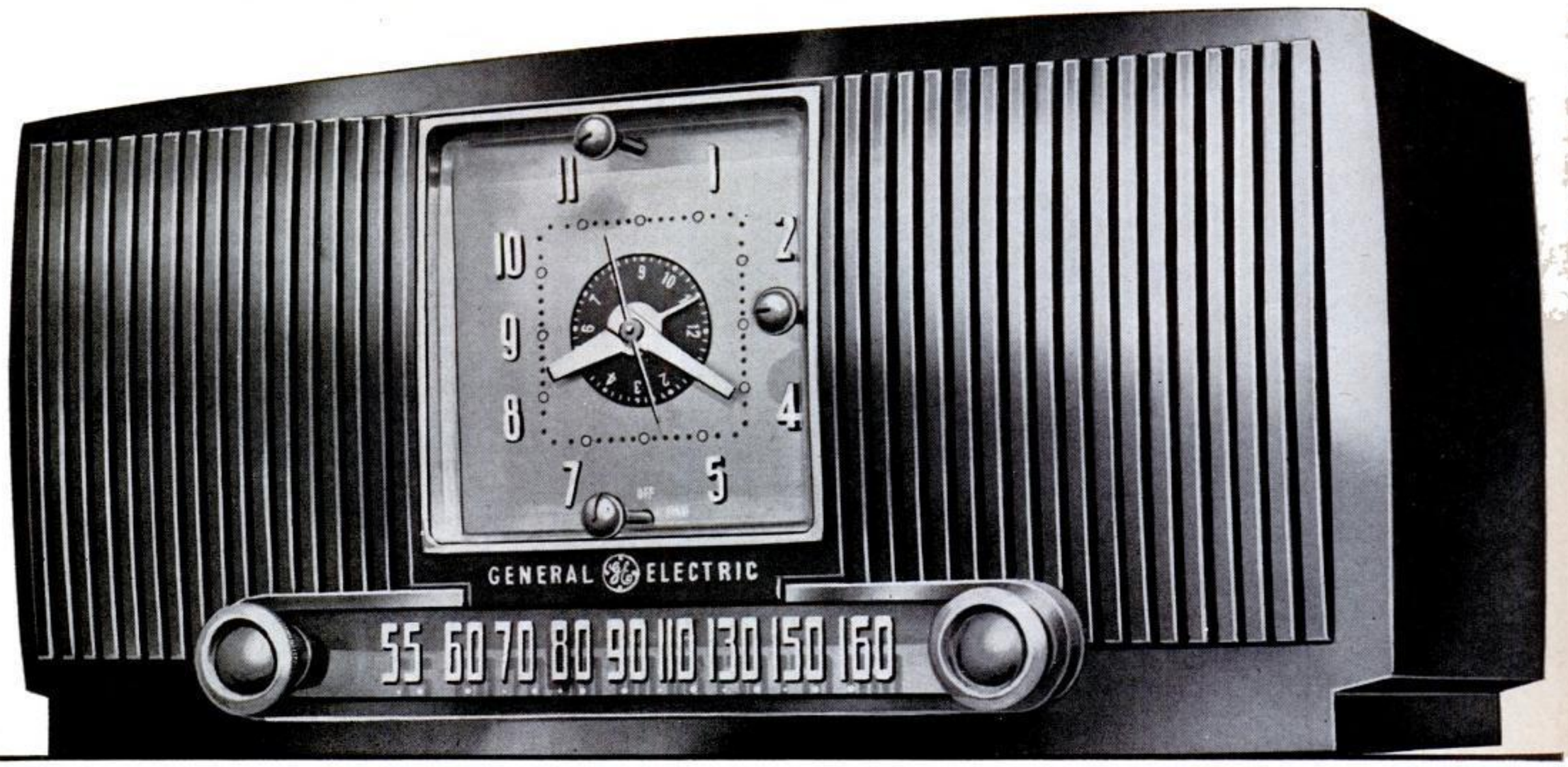
● No more rude awakenings to nerve-jangling alarms. The G-E Clock-Radio starts your day right—and right on time. You wake pleasantly to music or the morning news from your favorite radio station. Even starts your breakfast for you—turns on your coffeemaker.

AUTOMATICALLY TURNS APPLIANCES ON OR OFF!

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Model 546



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G-E Clock-Radio prices start at $29.95*

See the world's most useful radio at your General Electric radio dealer's today. Start living luxuriously—now.

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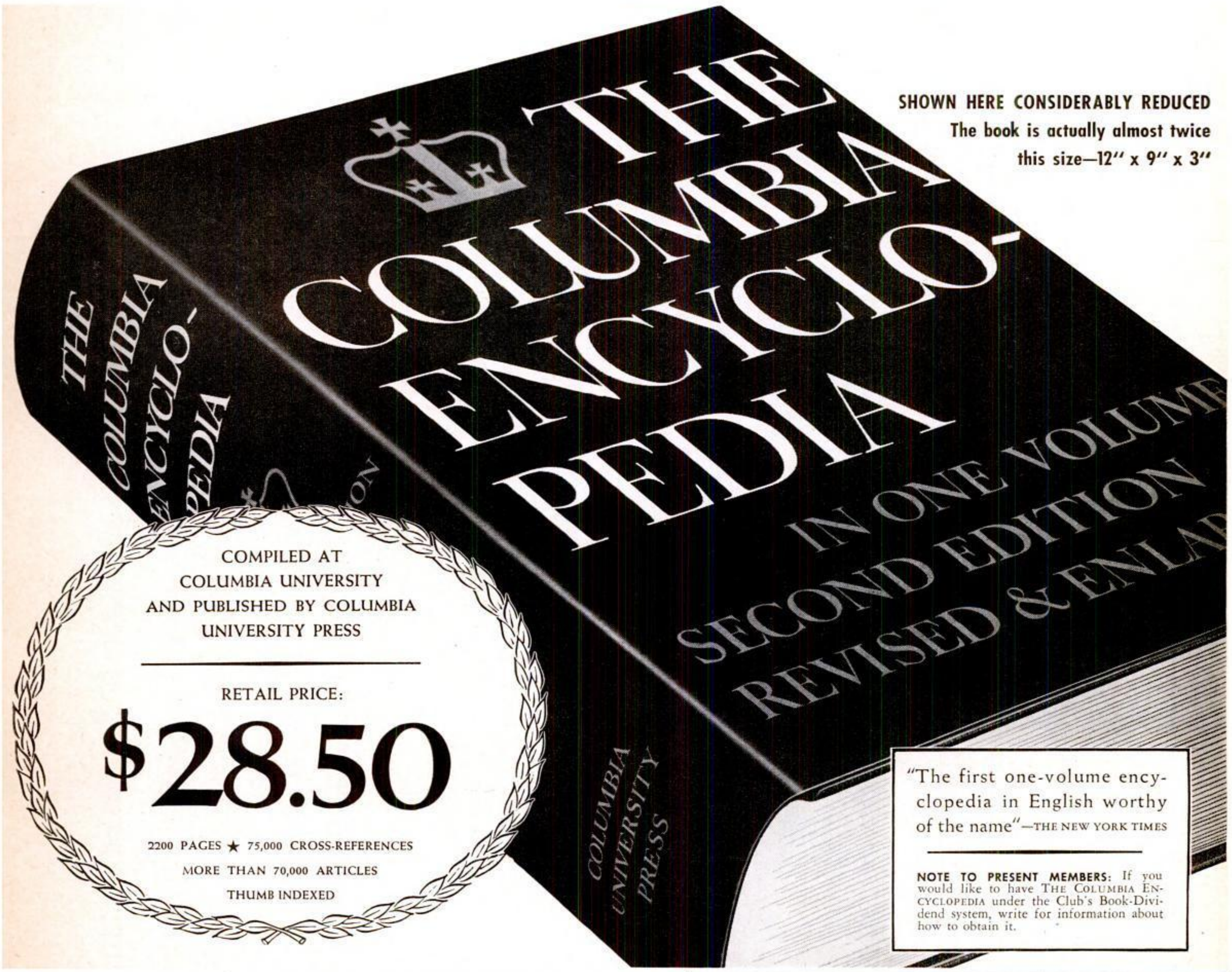
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Women tell us

These are the reasons they are buying Eureka Roto-Matics faster than we can build them!



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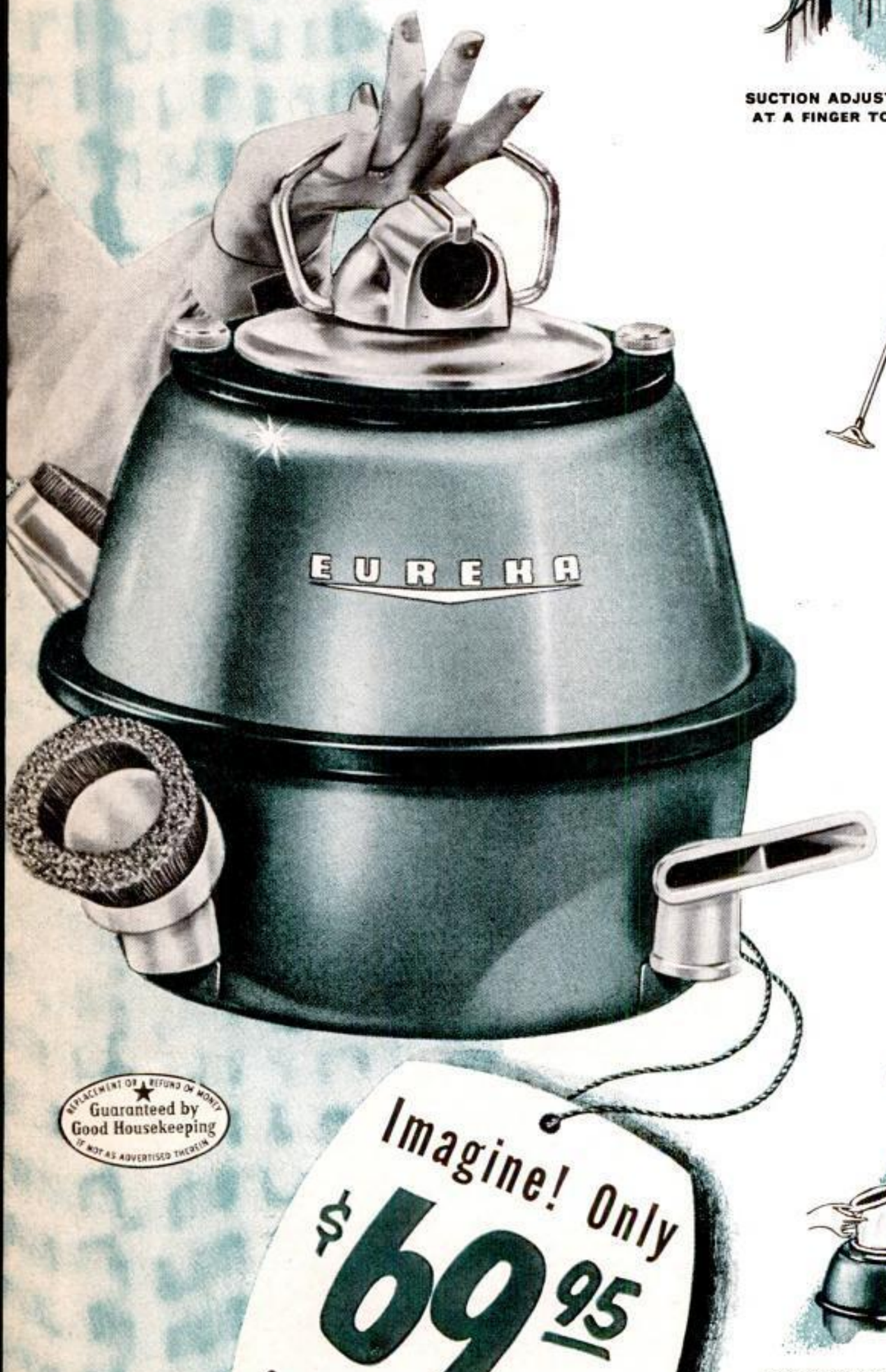


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CLIP-ON TOOLS!

I've stopped chasing attachments

—because they are always right at hand, clipped neatly to the side of the Eureka Roto-Matic, removed and replaced as easily as picking up a saltcellar! It's called the Eureka ATTACH-O-MATIC Clip-on Tool feature, a wonderful convenience you cannot get on any other cleaner of this type, at any price!

I DO THIS WHOLE ROOM AND NEVER MOVE MY CLEANER!





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AT A FINGER TOUCH!

Cleaning my draperies is so easy!

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SAVE $20 TO $30

Its LOW PRICE saved me enough to buy new throw-rugs!

Those of you who have not yet seen this modern miracle of engineering genius and mass production are cordially invited to call your local *Eureka* dealer. Look for his name under "Vacuum Cleaners" in yellow classified pages of your telephone directory . . . allow him to demonstrate the new *Eureka* Roto-Matic in your home.

New Super-Powered

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Roto-Matic SWIVEL-TOP CLEANER



AMAZING NEW
#60 RUG NOZZLE!

My rugs come clean in seconds

—because the marvelously clever design of this #60 Rug Nozzle is so much more efficient and, thanks to its full-floating, easily replaceable brush, it whisks up clinging lint, stubborn dog hair, even deeply embedded grit, in a jiffy!

NO DUST BAG
TO EMPTY!
(of course)

Dirt never touches my hands!

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Complete with deluxe tools



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PANCAKES
For pancakes light, tender 'n golden—*just add milk to*
Bisquick

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ROBIN CHANDLER, in private life the wife of Hollywood's Jeffrey Lynn, winds up an early Fall day in the nursery of her Bronxville, New York home with Jeffrey, Jr., aged 4 and Letitia, 3. Note she wears her Sacony suit.

FOUR-SEASON SACONY SUIT

TV star Robin Chandler finds $25 Sacony suit of Palm Beach* cloth year-round boon

Close observers are becoming aware of a curious development in the fashion industry. Women are beginning to pass up clothes intended for specific seasons in favor of clothes that go right through the year. There is less buying of costumes for special occasions, too. Instead many women choose basic fashions—then switch accessories to effect a wide range of moods, from casual to dress-up. Proving that this streamlined new way of dressing is not limited to the budget-minded, television-actress Robin Chandler is photographed as she adapts one suit to four-season wear. Her two-button classic is made by Sacony (rhymes with Maloney) of crisp-tailoring Palm Beach cloth, a superbly constructed fabric of rayon, acetate and wool that resists wrinkles, washes as well as it dry cleans, wears almost indefinitely. Sacony suits of Palm Beach cloth come in many styles, cost just $25, are cut in misses, petite, junior and women's half-sizes. (Saves costly alterations.) Write to Sacony, College Point 56, Long Island, New York for names of nearest stores.



WEARING ORCHIDS, mink stole and John Frederics' hat, Robin Chandler is shown as she will report on the Easter parade from New York's Hotel Plaza. Her suit is made by Sacony of Palm Beach cloth, costs only $25.

"PALM BEACH CLOTH is wonderful in summer," says Miss Chandler (shown returning from July picnic), "because it really holds its shape."

←**GLAMOROUS ROBIN CHANDLER** arrives at television studios. Her recipe for winter dressing: a warm fur coat outdoors, a light suit for steamheated interiors. Under $5,000 mink coat she wears a $25 Sacony suit.

Palm Beach trademark registered by Goodall-Sanford, Inc. *ADVERTISEMENT: copyrighted by Sacony*

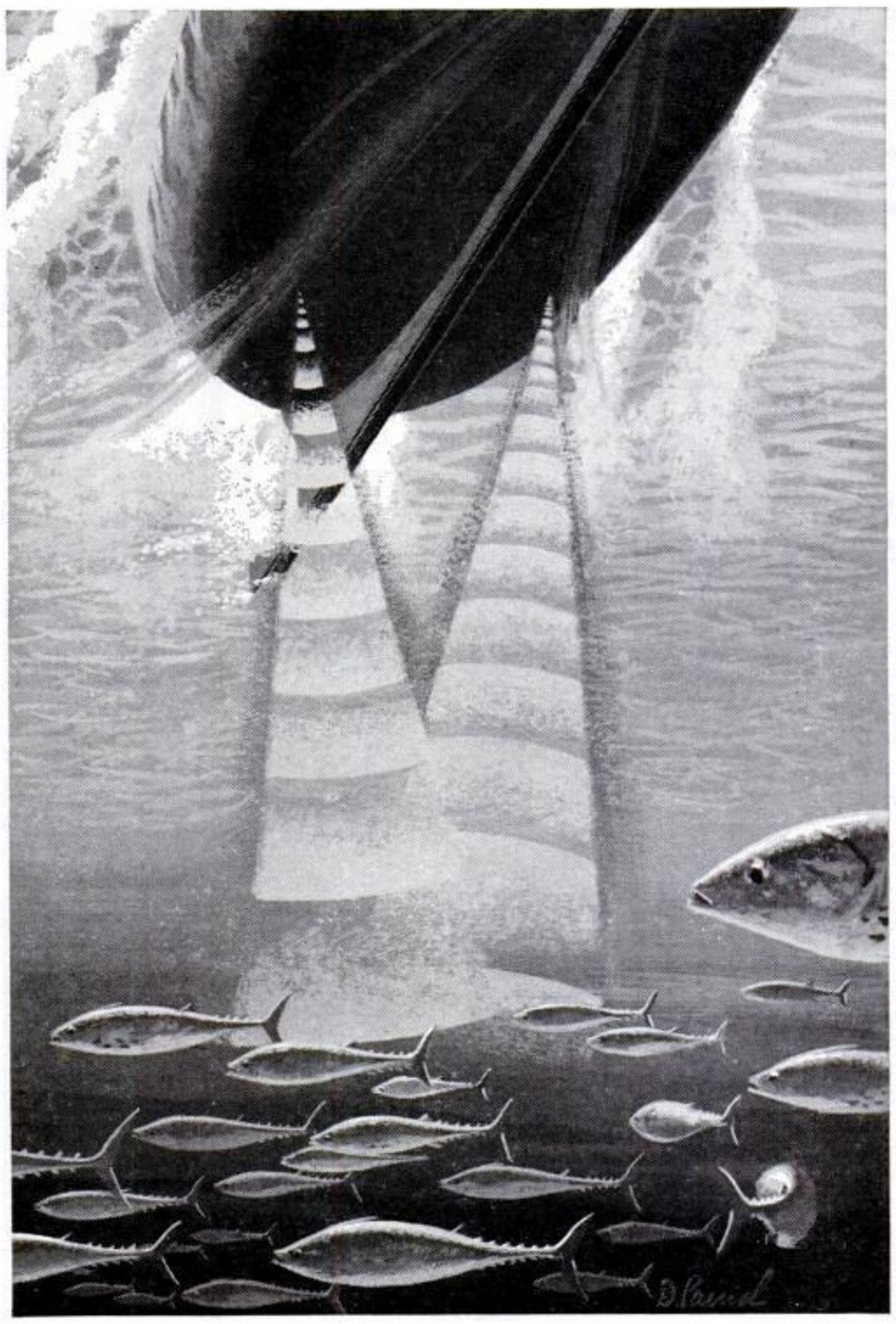
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NEWS *from the Elect*



World's Champion Fish-Finder

The Bendix* Depth Recorder, shown above, aptly illustrates the powerful impact of electronics on our economy. Operating on the echo principle, it sends a supersonic wave to the ocean floor which is caught on the rebound by an electronic ear. The varying time of return is translated into a jagged line on a moving strip of paper—thereby showing an exact and continuous picture of the depth of water beneath a ship. But Bendix engineers built better than they realized. So sensitive is this navigation aid that it can also distinguish between schools of fish and the ocean bottom. Simply by watching the Bendix Depth Recorder, fishermen know exactly where and when to drop nets and hooks for a maximum catch, thus adding millions of tons of fish annually to the world's food supply.



BENDIX OPENS

Rare picture quality, rare cabinet beauty, inaugurate new era!

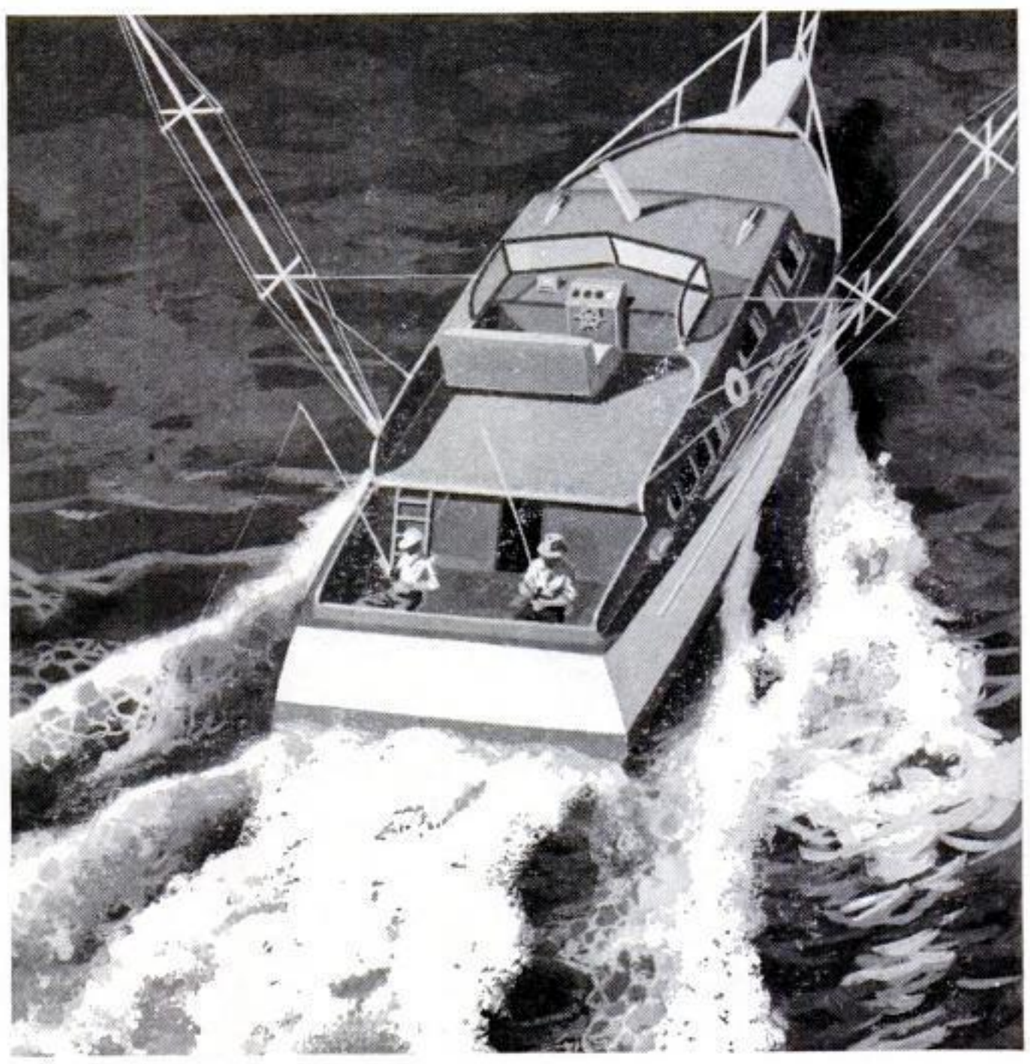


Direct comparison testing **of subject and picture show what Bendix Television's Clar-o-matic Circuits, Magic Interlace, and Electromagnetic Focusing do for you. Everything the studio cameras touch comes through with real-life detail and clarity, without annoying flutter and fading, *even from distant stations.* Prove this extra fidelity yourself—compare Bendix with any set.**



Automatic Boat Pilot

Bendix electronic specialists also lend a hand to relieve skippers of workboats and pleasure cruisers of tedious hours at the wheel. The simple, foolproof and inexpensive Bendix* Photo Electric Pilot will keep a boat on a set course as long as desired, far better than a human helmsman. Relieved of this chore, the skipper can keep a better lookout . . . get other work done . . . or simply fish. The Photo Electric Pilot, and the Depth Recorder (which is available in models for small craft) are products of the Pacific Division of Bendix Aviation Corporation, North Hollywood, Calif., a leader in advanced applications of the science of electronics.





Ask a commercial fisherman **why Bendix Television is bound to serve you best. Thousands of them base their livelihood on the reliable functioning of Bendix electronic devices. They know from experience that when Bendix Aviation Corporation puts its name on any electronic product, it is the finest money can build or buy.**

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ronic Wonderland of

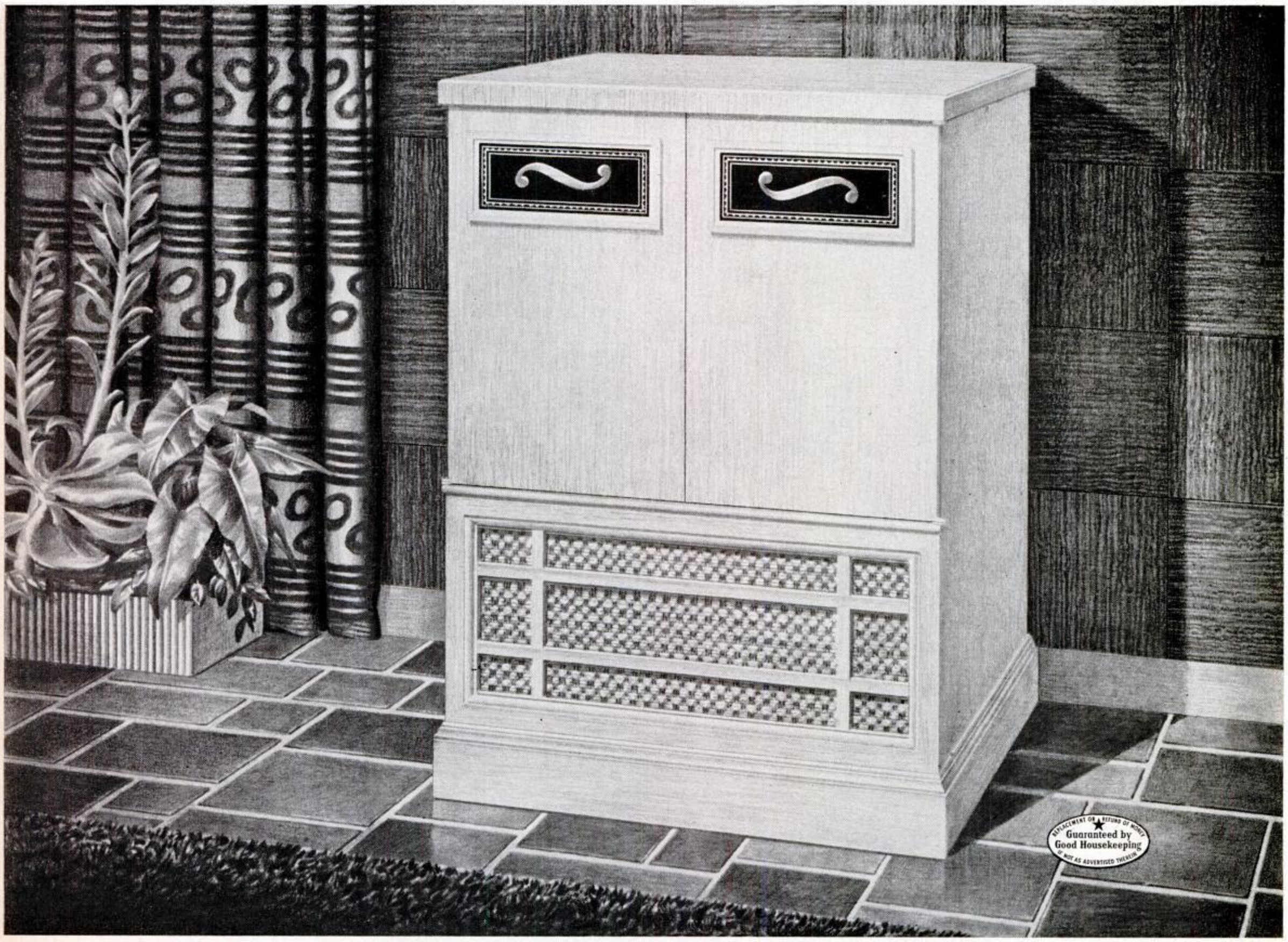
'NEW LOOK' TELEVISION ALL AMERICA'S EYES

THE NAME Bendix AVIATION CORPORATION MILLIONS TRUST

When first-rank electronic specialists and master furniture designers combine their talents, something exceptional is bound to occur. That is precisely the background of the powerful Bendix television sets now on display. And the result is as predicted—*a new departure in pictorial perfection and cabinet beauty.* Special devices reflecting the most advanced thinking in electronic science produce a picture as richly detailed as a studio photograph . . . as clear, bright and sharp as a perfectly focused motion picture . . . by any standard *the truest picture in television.* And styling, as you can see from the example here portrayed, exactly reflects this new quality. *Never have you seen its like for smartness and distinction.* There is a price and model for everybody, with 17″, 21″ and 27″ pictures—all with provisions for U.H.F. This time, get Bendix* Television. In the opinion of multitudes who have viewed this "New Look" line, *you'll miss so much unless you do.*

*REG U.S. PAT. OFF.

Bendix Radio Television and Broadcast Receiver Division, Baltimore 4, Maryland



Model illustrated is the "Canterbury" 21" blonde oak, half-door console. The solid brass door fittings are mounted on dark green, hand-tooled leather panels.

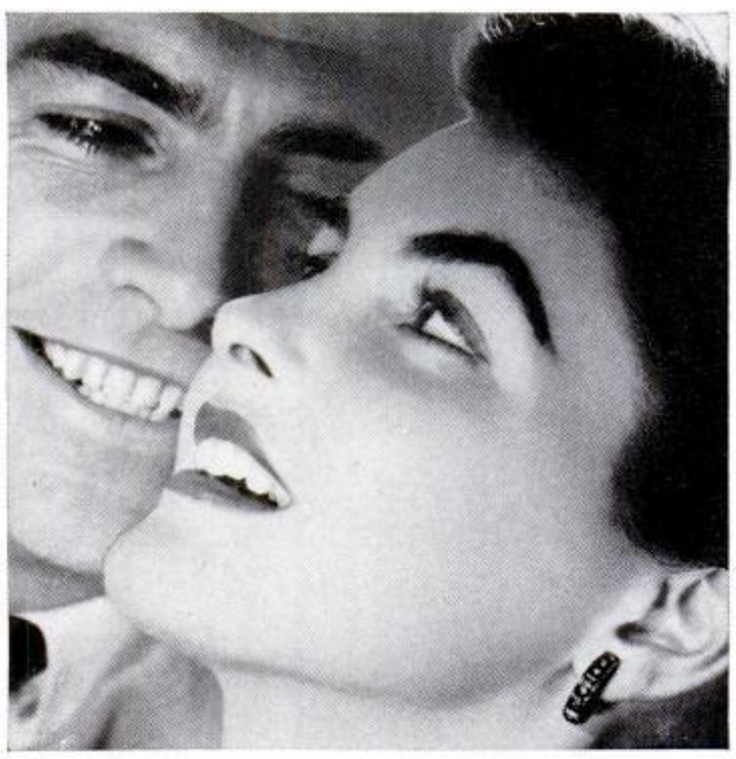
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Chlorodent gives you a cleaner, fresher, healthier mouth!

proved by test



...after test



...after test!



CLEANER!

***Proved* at famous university!**

University dental experts tested white, ammoniated and chlorophyll toothpastes and powders. 395 comparisons proved that Chlorodent's patented cleansing agent keeps teeth *cleanest*. Chlorodent also strikes at the very causes of tooth decay. Use it regularly!

FRESHER!

***Proved* at leading laboratory!**

In nearly 1000 tests, scientists compared Chlorodent with a nationally known non-chlorophyll toothpaste for controlling bad breath. Chlorodent's special chlorophyll* formula gave *twice* as many people freedom from mouth odors for up to four hours.

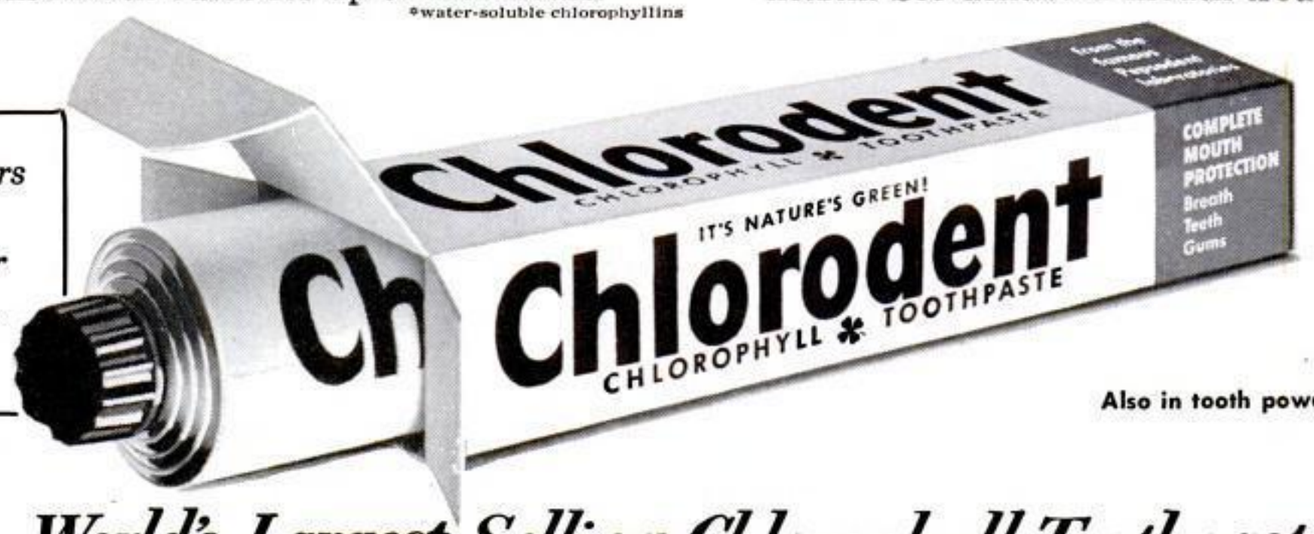
*water-soluble chlorophyllins

HEALTHIER!

***Proved* at Boys Town!**

Boys Town dentists found Chlorodent *twice* as effective as a fine white toothpaste to quickly reduce acute gingivitis, widespread mouth disorder. Boys Town co-operated in this research wholly in the interest of child health. See dentist if mouth troubles persist.

Unconditionally guaranteed by Lever Brothers Company to do more for you than any other dentifrice—white, ammoniated or chlorophyll—to give you a cleaner, fresher, healthier mouth—or money back.



Also in tooth powder



Ask for CHLORODENT...World's Largest Selling Chlorophyll Toothpaste

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LETTERS TO THE EDITORS

JAPANESE PRISONERS

Sirs:

Speaking of Pictures (LIFE, Feb. 16) is the most touching thing I have seen for a long time. Almost every picture expresses sorrow for others, almost no self-pity.

W. T. DAVIS

Lincoln, Neb.

Sirs:

Having been briefly incarcerated by the Japanese in 1943 in the Philippines, I can say the Sugamo inmates are getting heaven compared to the hell they gave us. As Philippine civilians, we were never told why we had been imprisoned. . . . We just disappeared. Prisoners were allowed no visitors, no children to give them a "cheery greeting." As for playing mah-jongg, we were tied together on a long bench and not allowed to stretch for hours. How many ever knew the "luxury of a bath" except by their own sweat in those dark unsanitary dungeons? We wore the same clothes for weeks, months, in some unfortunate cases for years. We certainly stank. Our food was not fit for pigs. . . . Those who died had no minister and did their own praying in the midst of torture . . . too sordid to recall.

VICENTE COLOSO

Harvard University
Cambridge, Mass.

Sirs:

Your article on Sugamo stirred up pleasant memories of the year I was stationed there as an Army jailer (1947-48). . . . We were armed only with a key on our six-hour shifts. It seemed impossible the occupants of our block, already sentenced to death, had committed mass murder as we played checkers with them under the heavy wire doors on quiet afternoons, when the rest of the prisoners were on trial in Tokyo or over in Yokohama. They were a never-ending source of interest. Sakai made me a pair of *geta* for shower shoes. Hiroshi Oshima, former military observer in Germany, used to tell me about the convertible Hitler gave him. Mah-jongg was a favorite pastime, played on sets devised from scraps of cardboard held together with paste made of rice.

C. J. ROBBINS III

Richmond, Va.

H.M. GUARDS

Sirs:

It is most gratifying that in this essay ("Soldiers of the Queen," LIFE, Feb. 16) your very best foot is forward. The whole work is distinguished by complete absence of flippancy, irrelevancy and inaccuracy which has marred past items dealing with the Household Cavalry and Foot Guards.

PAUL L. HUSSON

Redwood City, Calif.

Sirs:

A Guard officer off duty ". . . may carry a parcel but not a baby." It struck us as a humorous situation and prompted this sketch (*below*).

HAROLD BETANCOURT

Bayside, N.Y.



DUTIFUL GUARD OFF DUTY

Sirs:

Why do all the Scots Guards in your opening picture seem to have two buttons missing?

H. B. STONE

Park Rapids, Minn.

Sirs:

A custom peculiar to Foot Guards is the button arrangement on dress tunics to denote precedence within the Brigade. Grenadier Guards (senior regiment) have nine buttons equally spaced; Coldstream Guards (second) have 10 buttons in pairs; Scots Guards (shown in your opening picture) have nine buttons in threes; Irish Guards (fourth) have eight buttons arranged in fours; Welsh Guards (junior regiment), 10 buttons arranged in fives.

COL. R. McC. TOMPKINS, USMC

Falls Church, Va.

Sirs:

By the way, who *really* guards the Queen?

F. W. CHESSON

Waterbury, Conn.

● Men from Scotland Yard—Ed.

RUARK AMONG MAU MAU

Sirs:

I was in Kenya in 1951 and met some of the people described by Mr. Ruark ("Your Guns Go with You," LIFE, Feb. 16). Miles Turner was my white hunter, one of the best. I saw his lorry driver (No. 27 on the Mau Mau leader list) get hit in the face by Turner because he happened to zig instead of zag. I saw blacks in Nairobi and Mombasa get knocked down because they didn't go fast enough with a wheelbarrow for 14–28¢ per day! . . . A missionary in Tanganyika told me he was "frowned on" for teaching the natives. A government commissioner told me the native is preferred in a primitive state. The tribal chief can then control his subjects, and in turn can be exploited himself.

P. F. SWIER

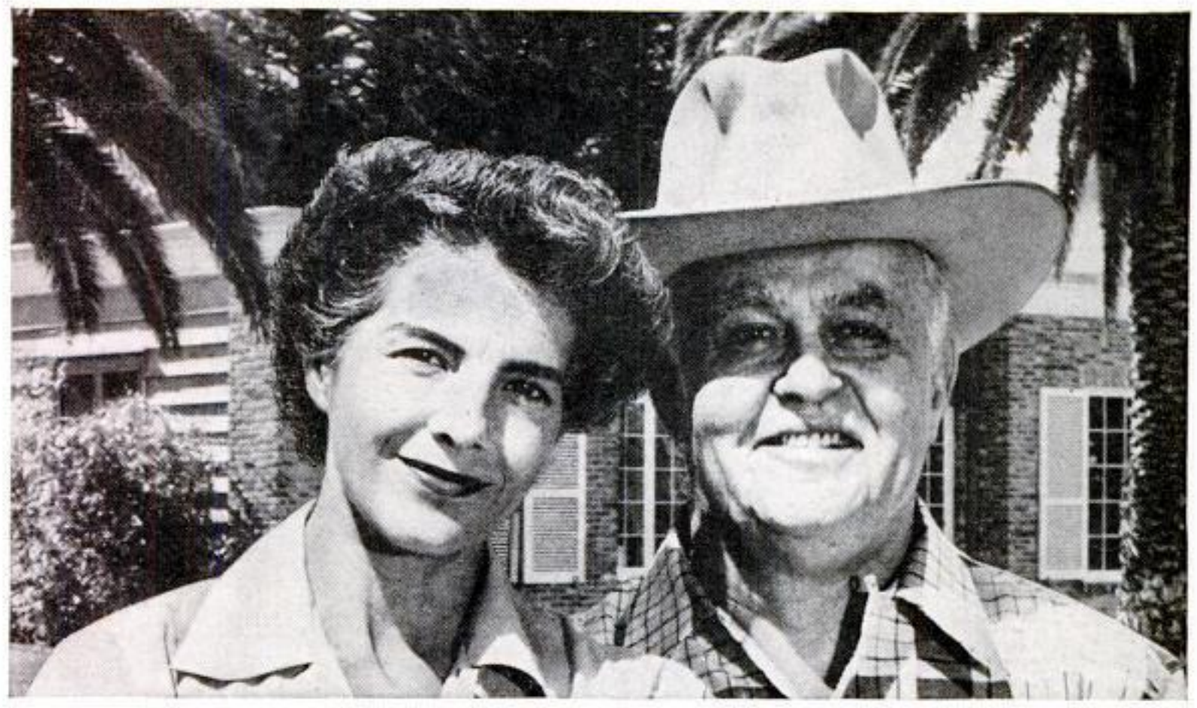
Momence, Ill.

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How We Retired in 15 Years with $250 a Month

"The day Nancy and I hit Arizona, we knew it was for us. The air itself felt alive, and the sunshine—well, it was wonderful. We bought a new ranch house that cost less than the price we got for our city home—and is lots less work. Every single morning I've waked up since, I've been thankful to the monthly check for $250 that makes it all possible.

"Somehow, in my forties it was hard to believe I'd want to slow up someday. Fact is, Nancy was the smart one. One day she came to me—back in 1937, it was—and took out the bank book. 'We've got to do something,' she said. 'Anyone who works as hard as you do ought to be able to plan to retire someday. We just aren't savers.'

"I knew that. 'Want to take a flyer in the stock market?' I asked.

"Nancy shook her head. 'You know we haven't enough money for that—experience, either. How much would we have to save up to retire on bank interest?'

"Well, interest rates were higher in '37, but I figured almost a hundred thousand. It was out of the question. And I shrugged it off.

"But not Nancy. A few weeks later she came to me with a little book called 'Phoenix Mutual Retirement Plans.' She said she'd read an ad about a new way to retire. It was for anybody of average means who had fifteen or twenty good earning years ahead. The ad offered more information, and she sent in the coupon.

"It was Nancy's little book that changed my mind. Here was a way I could retire—and in 15 years, if I wanted to. There was no secret, except to start soon enough. And I did. Well, my Phoenix Plan was a greater joy as time went by.

"My first check for $250 came last spring. With it, Nancy and I were off to the West. I feel ten years younger since I got here. I say it's the Arizona air. But Nancy winks and says it's being my own boss. Anyway, I wouldn't change places with our company president."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of $10 to $250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't put it off. Send for your copy now.

ESTABLISHED 1851

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PLAN FOR WOMEN

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925 Elm Street, Hartford 15, Conn.

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Business Address_____

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925 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your 32-page illustrated booklet, showing how to get a guaranteed income for life.

Name_____
Date of Birth_____
Business Address_____

Home Address_____

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Breeze strap

Nylon Mesh

–for Cool Comfort

Dark Colors

–for Carefree Wear

Florsheim

–for Quality and Fit



Breeze strap



Breeze tie

Lovely, lovely nylon mesh—light as lace,
cool as mint . . . and now in dark daytime *colors*
as care*free as they're comfortable! Best of all,*
they're Florsheims—with all the fashion,
fit, and footease that make them
truly "the most walked-about
shoes in America."

$14.95 to $16.95

some styles slightly higher

FOR THE NAME OF YOUR NEAREST DEALER, WRITE TO
THE FLORSHEIM SHOE COMPANY · CHICAGO 6

LETTERS TO THE EDITORS CONTINUED

Sirs:

. . . The article is absolutely mum about root causes, but simply depicts the facts tinged exquisitely with the flavor of the 19th Century British Tory. There is not a word of understanding of the natives whose untold sufferings have made them rebel in their own crude ways. . . .

HOMI KAVARANA
Philadelphia, Pa.

Sirs:

In a recent invitation to visit him in his cottage in Kenya, a friend of mine wrote: "Don't be disturbed by the alarmists. I don't have a revolver and don't intend to own one."

Being an honest and unassuming fellow, my friend will continue as a peaceful rancher in Kenya.

BRADFORD G. CHYNOWETH
Berkeley, Calif.

Sirs:

Would someone suggest to Writer Ruark that he swing his shoulder holster around to the other side? In the event of a sudden uprising, intent cocktailer Ruark would be some time getting his revolver into play.

ISAAC BARTON
New York, N.Y.

GOOSE TECHNOLOGY

Sirs:

I shall henceforth prohibit the consumption of goose liver in my home ("Goose Technology," LIFE, Feb. 16). I pray that in the next world Satan's angels feed Mr. Hummel with a spade, cramming the food farther in with a red-hot poker.

MRS. R. J. FOX
Dallas, Texas

PETER PAN ALOFT

Sirs:

Someone in your department of European affairs slipped up on the Walt Disney aerial of London ("A New Look at Never Land," LIFE, Feb. 16). Peter and his charges are over Tower Bridge. London Bridge would be the next one, with no superstructure.

GORDON HECKER
Milwaukee, Wis.

SKI SOMERSAULTS

Sirs:

Since you didn't show the inventor himself ("New Twist on Skis," LIFE, Feb. 16), here is a picture of Stein Eriksen somersaulting in Norway.

JAMES SCHWARZ
Minneapolis, Minn.



SKI-SAULTER

EDITORIAL

Sirs:

Your editorial, "Uphill to an Honest Dollar" (LIFE, Feb. 16), was timely in calling attention to problems of Congress in relation to the budget.

But it is misleading to assume the Byrd bill would "recapture for Congress some of its long lost control over the budget." Senator Byrd proposes an "omnibus appropriations bill." This would put the bills together, but not make them less complicated or give Congress power it does not already possess.

MADELINE S. FRIEDLANDER
New York, N.Y.

● The bill would not give Congress more power; it would give it more control through better liaison with the Treasury. It proposes putting all appropriation bills into one package,

CONTINUED ON PAGE 16



FOREGROUND: TOWER BRIDGE; TOP: LONDON BRIDGE

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Pay no more than for "ticktock" time, yet own an accurate G-E Electric Alarm!



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You can always trust electric time—especially when *your* electric clock bears the name "General Electric," famous for dependability and rugged, long-lasting construction. "You can put your confidence in General Electric." General Electric Co., Small Appliance Division, Bridgeport 2, Conn.

$4.98*

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G-E Electric Clocks from $3.98* to $590.00*

*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.

Be modern! Give up your daily clock-winding chores. Get a G-E Electric Clock and forget it!

GENERAL ELECTRIC

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RELAX



NO FEAR OF ACID INDIGESTION, HEARTBURN

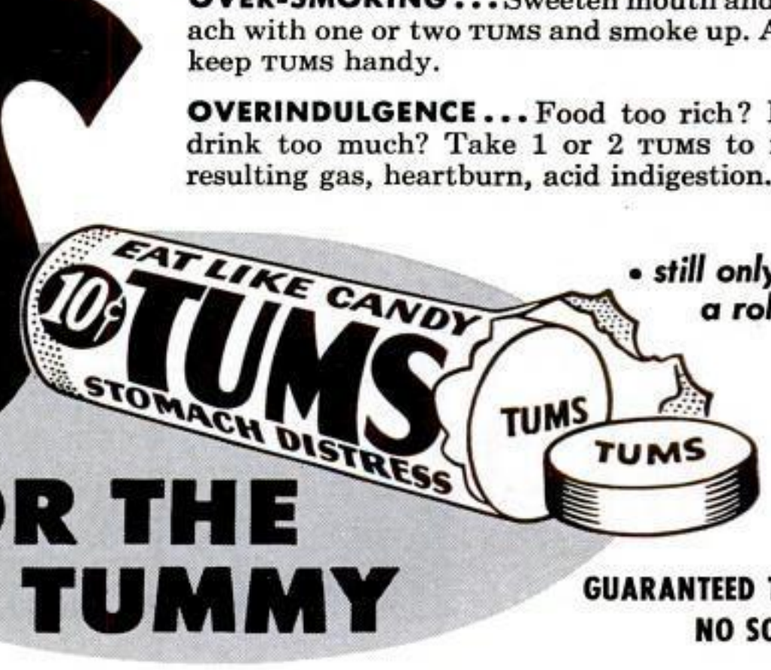
Relax and enjoy your food! If acid upset follows, simply take a couple of TUMS. TUMS are *carminative*—comforting. That's why you feel so fine, *so fast!*

Just eat tasty TUMS like candy mints. You need no water. Take TUMS wherever you are, whenever you want speedy, blessed relief from gas, heartburn, and that miserable "over-full" feeling of acid indigestion.

AFTER BREAKFAST... Take one or two TUMS to calm your stomach, ward off heartburn, gas. See if you don't feel better.

OVER-SMOKING... Sweeten mouth and stomach with one or two TUMS and smoke up. Always keep TUMS handy.

OVERINDULGENCE... Food too rich? Eat or drink too much? Take 1 or 2 TUMS to relieve resulting gas, heartburn, acid indigestion.



• still only 10¢ a roll

FOR THE TUMMY

GUARANTEED TO CONTAIN NO SODA

LETTERS TO THE EDITORS

CONTINUED

allowing Congress to limit expenditures carried over from past years and giving congressmen continuously updated fiscal facts.—ED.

SINCLAIR WEEKS

Sirs:

In "The Cabinet: Sinclair Weeks" (LIFE, Feb. 16) you state the census exhibit in the Commerce Building was "first displayed at New York World's Fair in 1924." As I remember, the New York World's Fair was in 1939.

RALPH GUERIN

Newark, N.J.

● It was. The exhibit was constructed in 1924 and displayed at New York World's Fair in 1939.—ED.

MILLS FOR THE LORD

Sirs:

Your report of my giving the Harris Pine Mills to the Seventh Day Adventists ("Restored to the Lord," LIFE, Feb. 16) states that the Rev. C. J. Nagele, who will run the plant, has had no business experience. His training has all been in business.

C. H. HARRIS

Pendleton, Ore.

● Rev. C. J. Nagele has had long experience in church business, none in commercial management.—ED.

PASADENA SCHOOLS (CONT.)

Sirs:

You printed my picture and a statement in "Pasadena Fights Old Battle As It Gets New School Head" (LIFE, Feb. 2). I have never said "progressive educators are the root of evil." There is much good in progressive education as I have learned from my own children. There is danger in extreme elements which have latched onto it to further radical trends. . . .

MARY L. ALLEN

Pasadena, Calif.

● Mrs. Allen's statement was overly condensed. She said school board supporters "run the gamut of left-wing influence . . . favored Dr. Goslin and advocate a progressive education." Though the board's supporters did include some left-wing groups, it also included the League of Women Voters, church organizations, the P.T.A.—ED.

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COMMENDED PARENTS' MAGAZINE

Nylon Plisse PANTI-SACQUE SET

#941G — Girls' style (as shown) with Nylon lace trim.

#941B — Tailored collar style.

Both styles: Pink, Blue, Maize, Mint. Med., Large, X-Lge. $3.49 2-pc. set

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Sometimes in a storage warehouse you'll find

DREAMS FOR SALE

JACK REED sat down at the desk in the room he called his study, but which Nora called her sewing room and the children called their TV room. He looked at the telephone for a moment and then picked up the directory and began thumbing through it.

There were some notes on his other desk down at the office which had been sitting there for days. "Please call Mr. Williams," one of them said. "Mr. Williams phoned again while you were out," said another.

He hadn't called Bob Williams because—well, it hadn't seemed exactly urgent at the time. And he probably wouldn't be bothering about it now, either, except that earlier that evening he and Nora had gone to the inspection down at Drexel's Storage Warehouse. They had heard that there were some fine old clocks among the pieces to be auctioned off the next day, and Nora was anxious to see them.

Old Mr. Drexel himself had met them and shown them around. Lined up along the walls of the big, cold-looking room were some really fine things: furniture and lamps and clocks and china that had once belonged to someone, somewhere, who had shown excellent taste in their selection. Nora turned to Mr. Drexel and said, "Why are all those lovely things being sold?"

Mr. Drexel shrugged. "To pay the back storage on them. Those things have been here for many years. Belonged to a woman who used to live in town. She broke up her home after her husband died and left all the stuff here. She and the kids went back to her old home town. She was going to send for it real soon, she said. But I guess she just never got enough money to spare."

Mr. Drexel looked up at the ceiling for a few seconds and then said, "The bins and vaults upstairs are full of things like that. Busted hopes and broken dreams . . ." He shrugged again as they started towards the door. "You get used to it after a while . . ."

Jack hadn't been able to get that conversation out of his mind. He turned in his chair so he could look from the study into the living room. Nora was curled in her favorite chair, surrounded by her own favorite things. The hands on the big old grandfather's clock said it was not quite ten o'clock. He picked up the phone and as he dialed Bob Williams' number he mapped out what he would say:

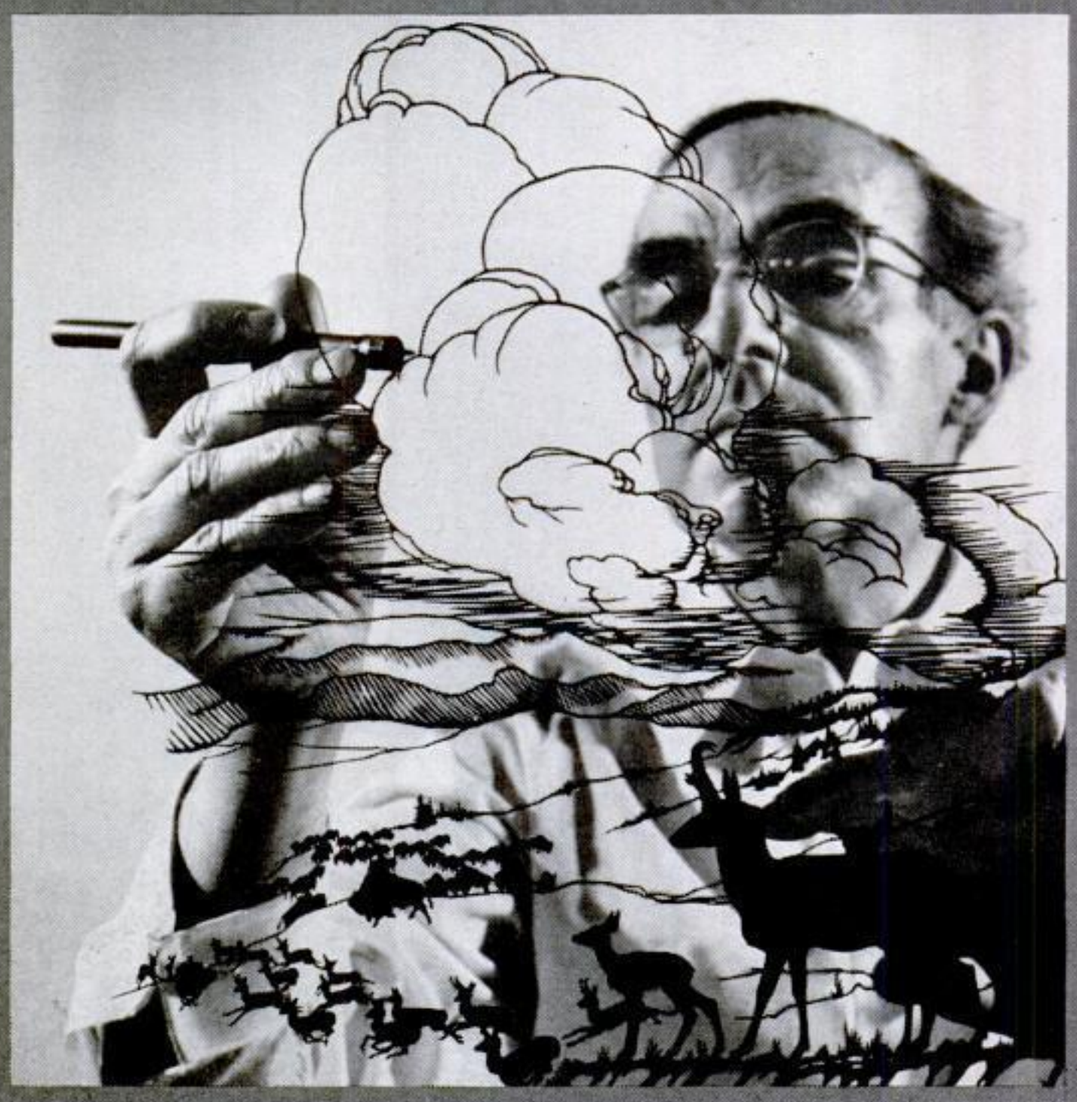
"Hi, Bob! Sorry I didn't get around to calling you sooner, but I've been mighty busy lately. You know how it is. Anyway, I've been turning that recommendation of yours over in my mind—you know, about taking out another New York Life policy—and I've decided that it might be a good idea after all. How about having lunch tomorrow and talking the whole thing over?"

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.

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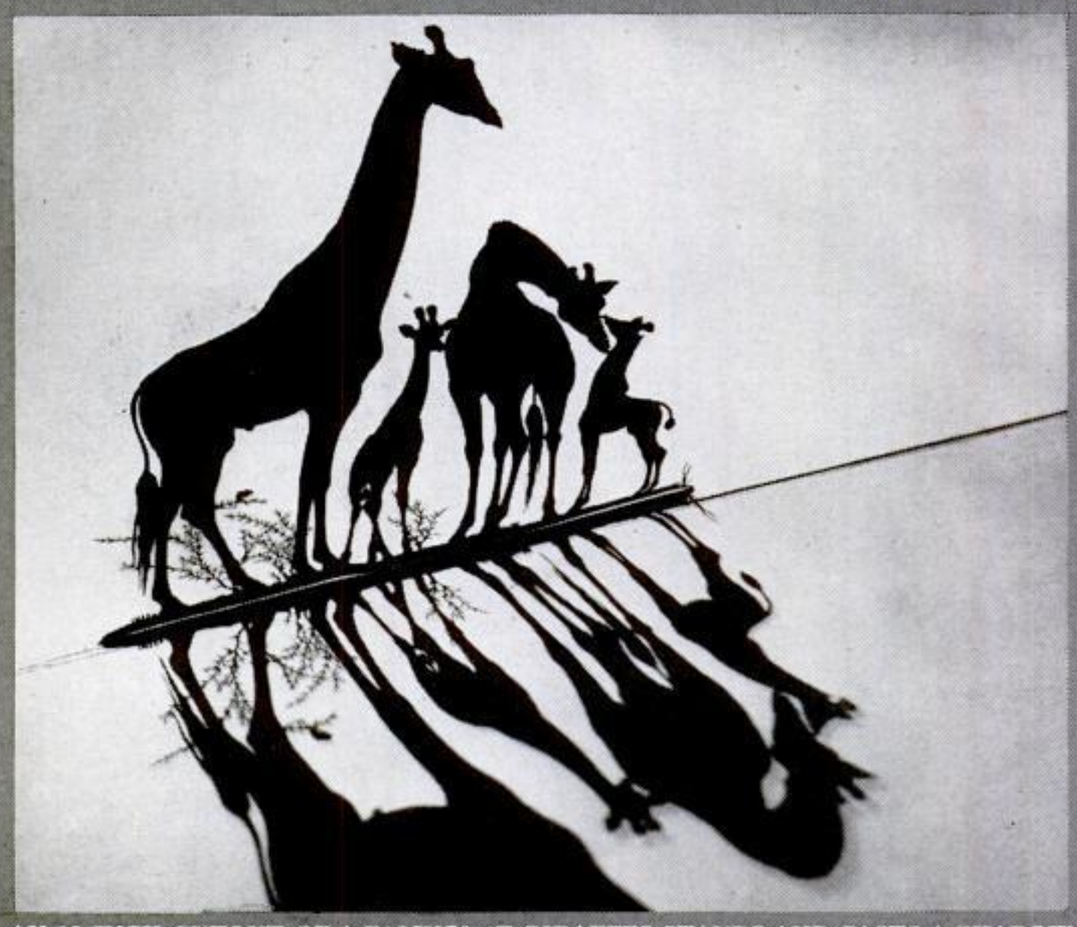
ARTIST MOCHI WORKS ON AN ANTELOPE CUTOUT MOUNTED ON PLATE GLASS

SPEAKING OF PICTURES . . .

. . . These animals are all paper cutouts

Ugo Mochi is an Italian-born artist who started cutting paper dolls at the age of 4 and has been doing cutouts in one shape or another ever since. Today, at 63, he is the world's greatest exponent of the little known but difficult art of outline. On these pages are samples of his extremely delicate work, published this month in *Hoofed Mammals of the World*, written by T. Donald Carter (Scribner's, $15).

To make his cutouts, Mochi takes a black piece of paper and with a lithographer's knife painstakingly cuts out the areas which appear as white in the finished work. Each design, including animals and background, is cut from a single sheet of paper. Mochi's work has a lifelike feeling of depth and movement, but the most remarkable thing is that the 298 different animals in the book are accurate in every detail of outline.



AN 18-INCH CUTOUT OF A FAMILY OF GIRAFFES STANDS AND CASTS A SHADOW



TWO CHAMOIS PAUSE ON MOUNTAINTOP

BLACKBUCKS CAVORT ON PLAINS

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LEOPARD FLEES AFRICAN BONGO

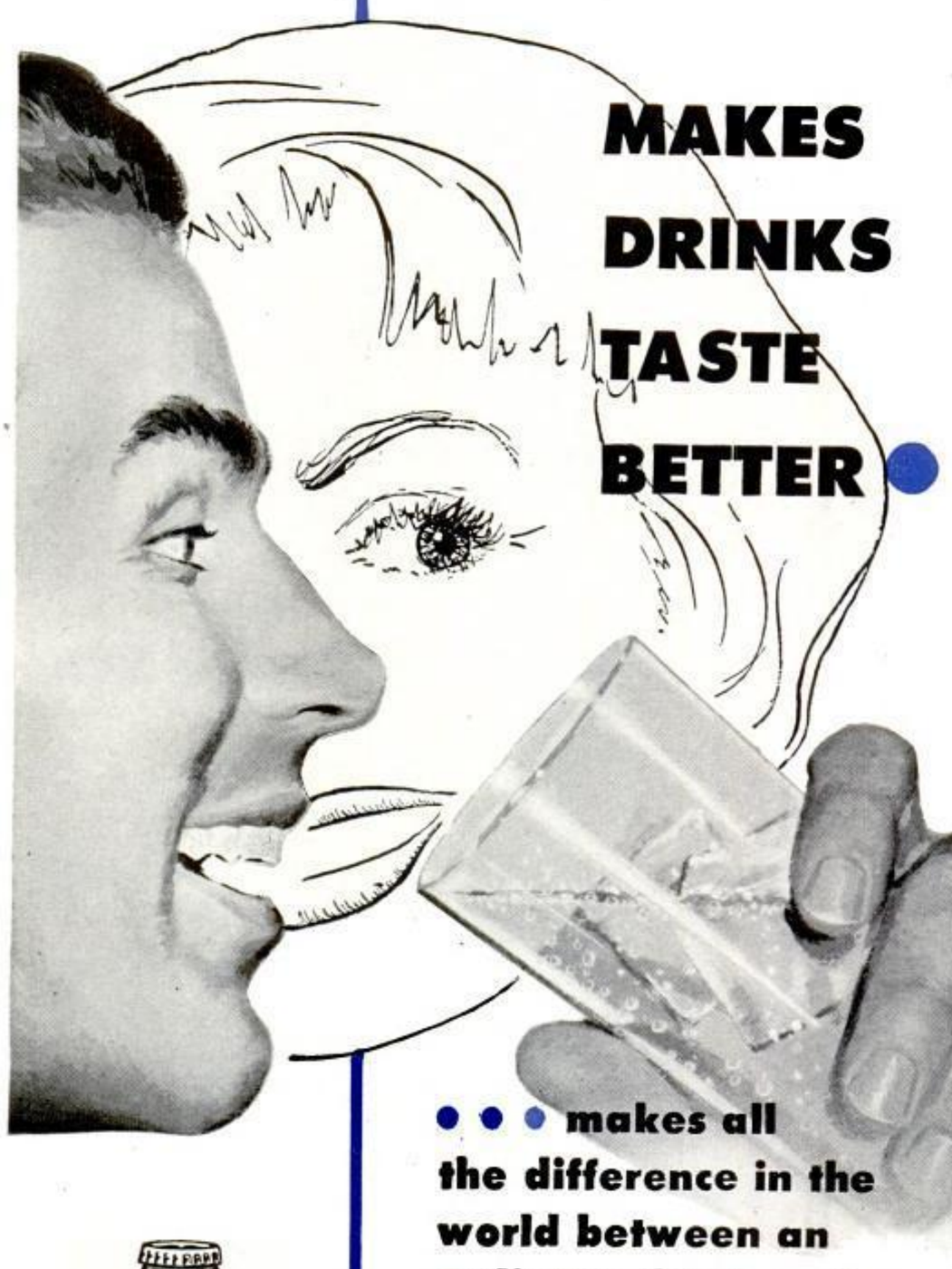
HIPPOPOTAMUS FAMILY BATHES

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because its the only club soda with

Blend-ability

Blend-ability is the unique ability of Canada Dry Water to point up the flavor of any drink . . . to make every drink taste better. It is the result of these Canada Dry exclusives:

Exclusive "Flavor-Balanced Formula"

Exclusive "Pin-Point Carbonation"



Over *900,000,000 highballs* were made with Canada Dry Water last year!

A CAREER WITH A KNIFE

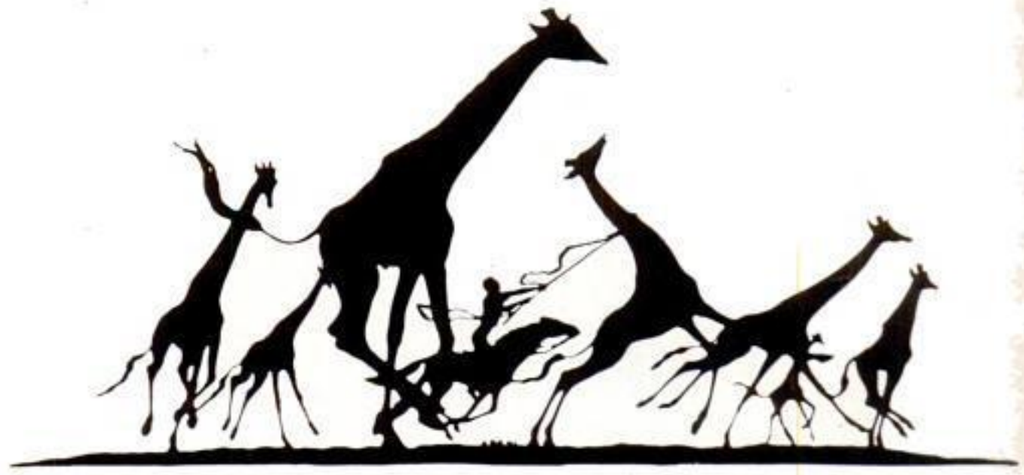
Ugo Mochi started out to be a singer, turned to art and began making a living by doing cutout designs on mass-produced household lamps. An exhibition of his unique work in England in 1923 brought him wide attention and considerably more business.

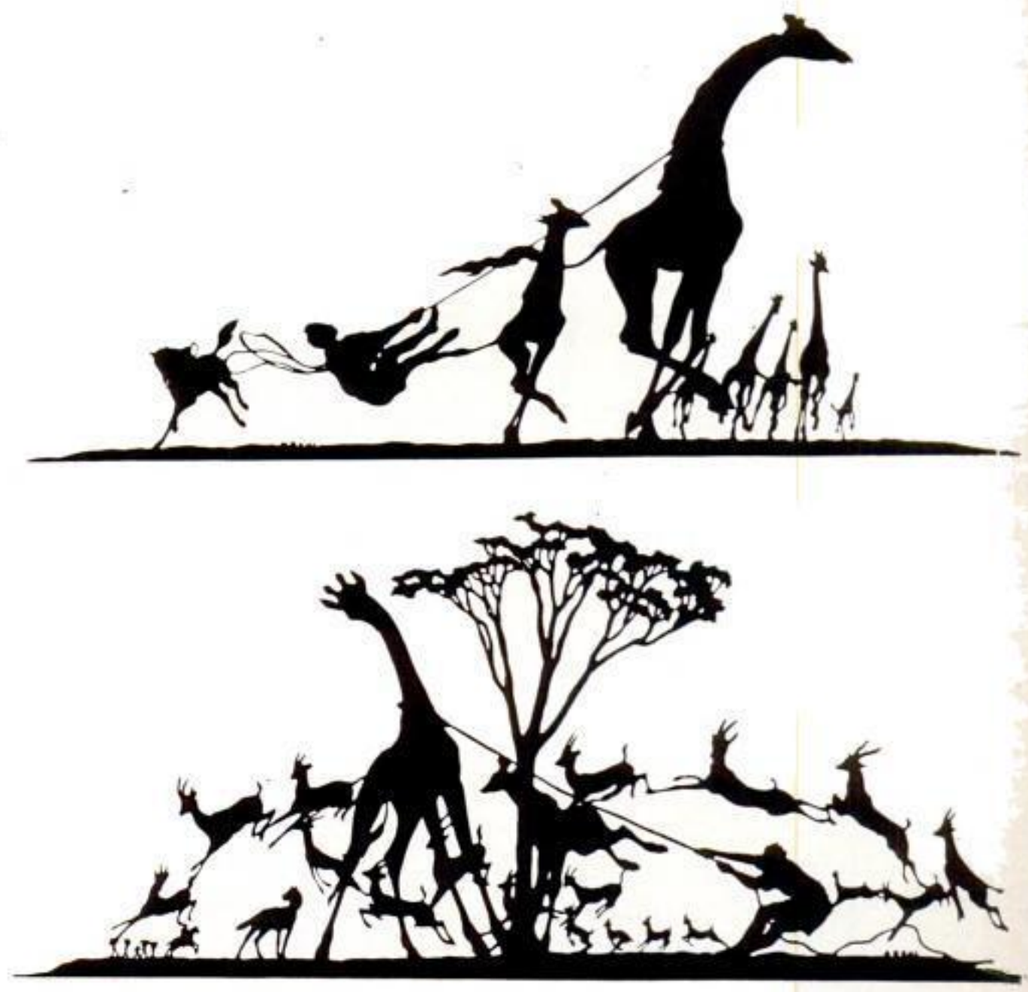
A resident of the U.S. since 1928, he has supported himself by doing colored cutouts for advertisements and for magazine illustrations. When not working, he has spent hours at zoos looking at animals and making notes for his books. Artist Mochi, who can neither draw with a pencil nor paint with a brush, now says, "It's my second nature to work with a knife."



TINY ANTELOPE in cutout stands only 1¼ inches high.







MOTHER GIRAFFE is lassoed and tied to a tree by a man on horseback. This series of cutouts is from a children's picture book called *All about Giraffes*, which Mochi plans to publish next. It tells the story of a baby giraffe and its mother who are captured in Africa and finally brought to a zoo in America.

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You'd never guess these shoes were old—



They've been so expertly re-soled...

Made trim and neat and fashion-right

With longer-wearing **NEOLITE!**

Your shoe service man takes pride in rebuilding shoes so they look like new. And he knows that while many other soles claim to be "just like" NEOLITE, none can come up to the *real thing!* That's why he features and recommends *genuine* NEOLITE re-soles. They give amazingly long wear on children's shoes, greater comfort for men's shoes and help women's shoes keep their smart lines longer!

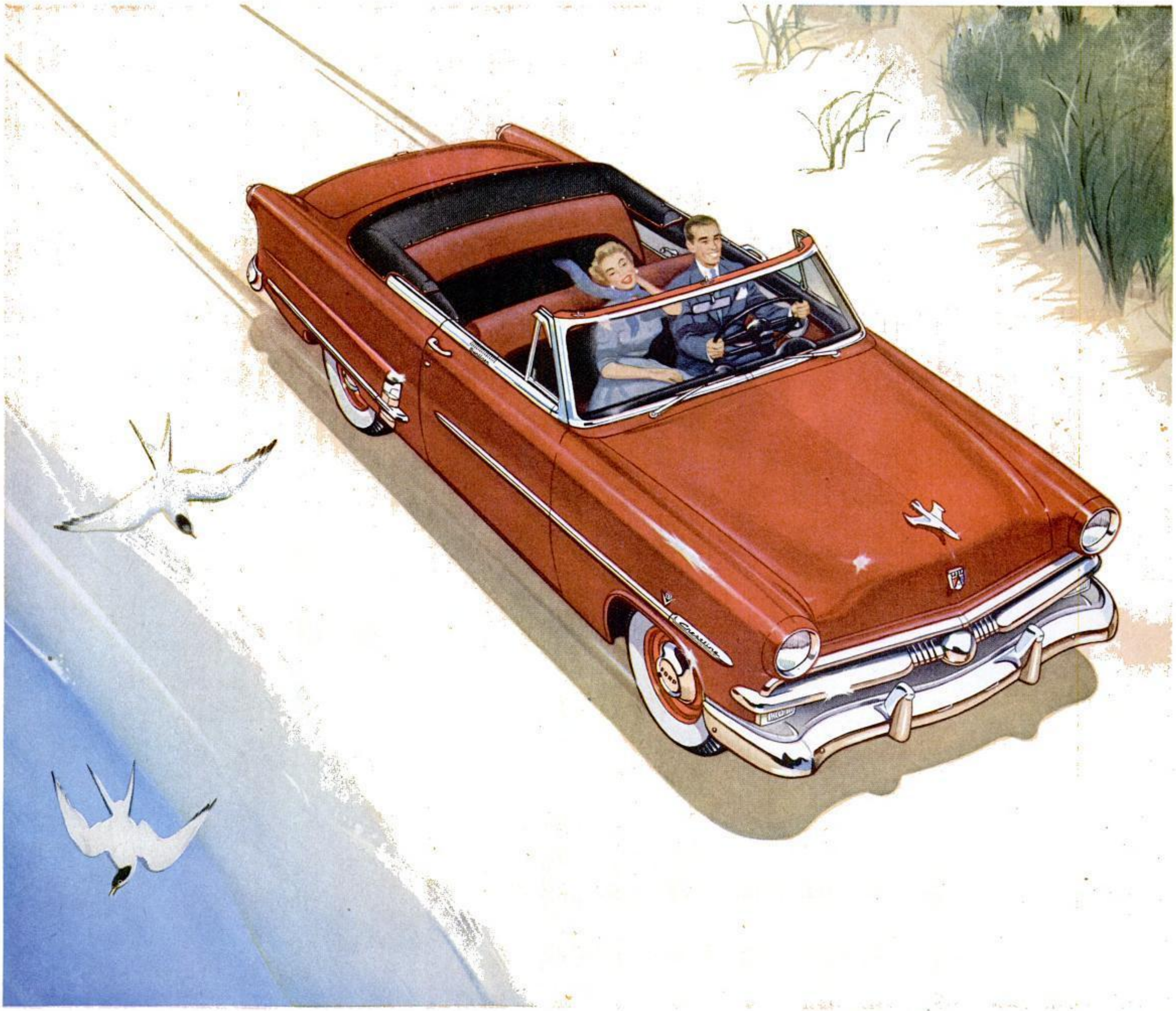


Every genuine NEOLITE Sole is plainly marked NEOLITE. So don't just look for a name, look for this name—NEOLITE!

Step on it! **NEOLITE SOLES**

NEOLITE, AN ELASTOMER-RESIN BLEND. T M—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

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Merely Terrific!

And it hangs onto its value better than any other car on the American Road

"TERRIFIC" is the word for the '53 Ford.

A glance will tell you it's *your* dream car—come *true!* For this new Ford with its longer, lower, wider look is undoubtedly the style-setter of the '53 season. Here's beauty that's terrific . . . merely *terrific!*

When you take off for the open spaces you'll thrill to the wonderful "Go" of Ford's famous V-8 engine. And with Fordomatic Drive the shifting is done for you . . . and a sight better than you can do it by hand.

On highways or byways you'll find "top level" comfort with Ford's new *Wonder Ride* . . . a ride so harmonized that you enjoy new freedom from jolt, pitch and roll—new smoothness and stability on straightaway or turn.

See this Ford and Value Check the 41 "Worth More" features. Test Drive it. Then you'll see why Ford is worth more when you buy it . . . worth more when you sell it. You'll agree it's the New Standard of the American Road.

Fordomatic Drive, white sidewall tires, optional at extra cost. Equipment, accessories and trim subject to change without notice.

See it...Value Check it...Test Drive it

'53 FORD

Great TV! Ford Theatre, NBC-TV, Thursday evenings.

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Vol. 34, No. 10

LIFE

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March 9, 1953

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U.S. SOLDIERS TEST COLD IN TEPEE, WORKERS STUDY BY LANTERN IN INDIA AND WEST BERLIN POLICE GUARD RED BORDER

ABOUT THE PROPER STUDY OF MANKIND—MAN

One of the reasons why a real journalist can never get bored or cynical, no matter what you see in the movies or on TV, is that people are always surprising him.

How many of us, for instance, realized that in India the urge to learn is so strong that throngs of adult workers (*p. 78*) study the 3 "R's" by lantern light? And who would suspect that during this mild winter Americans would deliberately seek out the windiest cold place in the country, Mount Washington (*pp. 127–131*), to develop and test winter clothing.

LIFE is delighted to share these discoveries with you because a picture magazine is inevitably concerned with people—in fact "People" was a working title for a projected competitor of LIFE. As you go through the issue you will also find that the wearing of a stole (*pp. 73–76*) is something that concerns a lot of American women, that people everywhere are getting belly laughs because of Goose Tatum (*pp. 91–99*) and barking like puppies because of a silly song (*pp. 155–156*). And in Berlin the representatives of that brave, encircled city are carrying the counterattack against Russian pressure right up to the border, as Correspondent Roy Rowan and Photographer Ralph Crane report on pages 25 through 29.

This curiosity about what people are up to will lead us into pretty controversial territory in our St. Patrick's day issue next week. We have it on the authority of the famous Irish writer, Sean O'Faolain, that his countrymen are neglecting their love life and that the lilt of Irish laughter is in some danger of becoming inaudible. We know that the remaining Irishmen are full of fight but O'Faolain is a name to be reckoned with so we are publishing his article while ducking for our cyclone cellar.

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PHILIP MORRIS KING-SIZE

—the only leading King-Size cigarette made an *exclusively different way* to avoid the main cause of irritation!

NOW! PHILIP MORRIS is available in the new KING-SIZE for longer smoking enjoyment.

Remember, you'll *feel better* when you change to PHILIP MORRIS. In case after case, coughs due to smoking disappear . . . parched throat clears up . . . that stale, "smoked-out" feeling vanishes.

So take your choice, but make *your* choice PHILIP MORRIS—America's Most Enjoyable Cigarette!

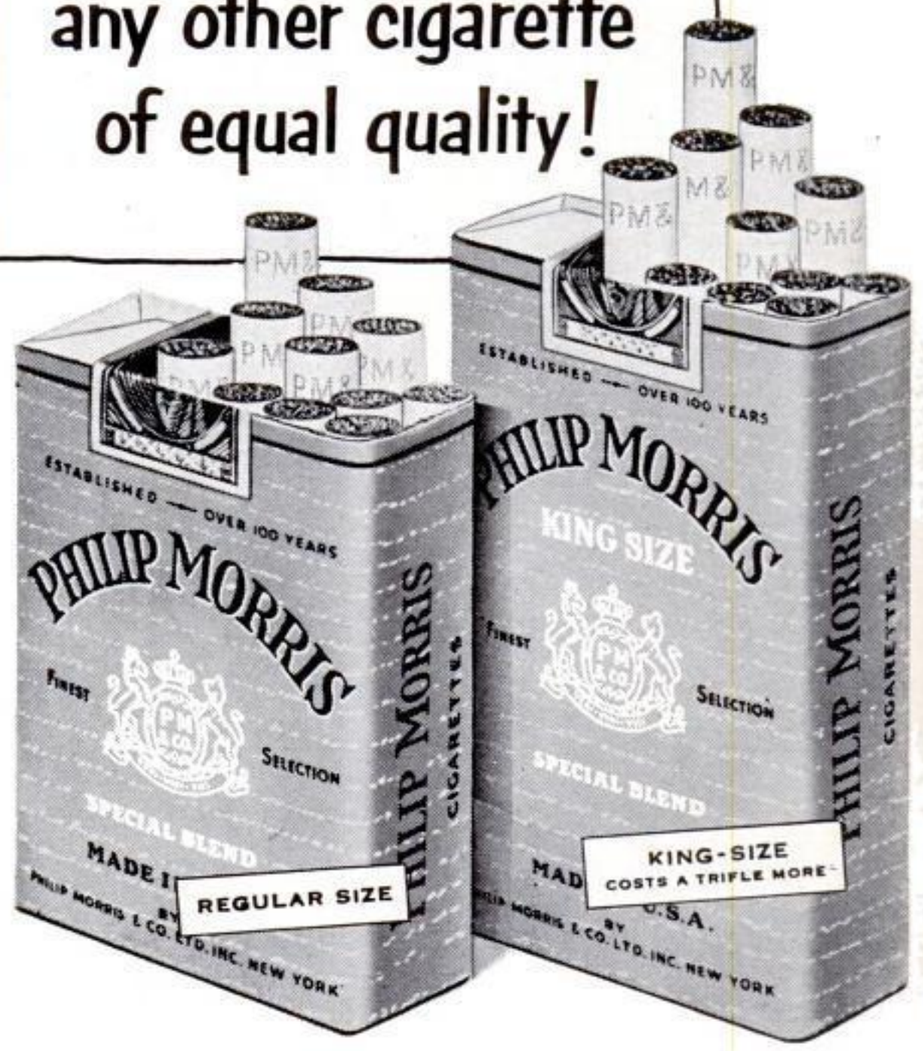
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YOU'LL FEEL BETTER

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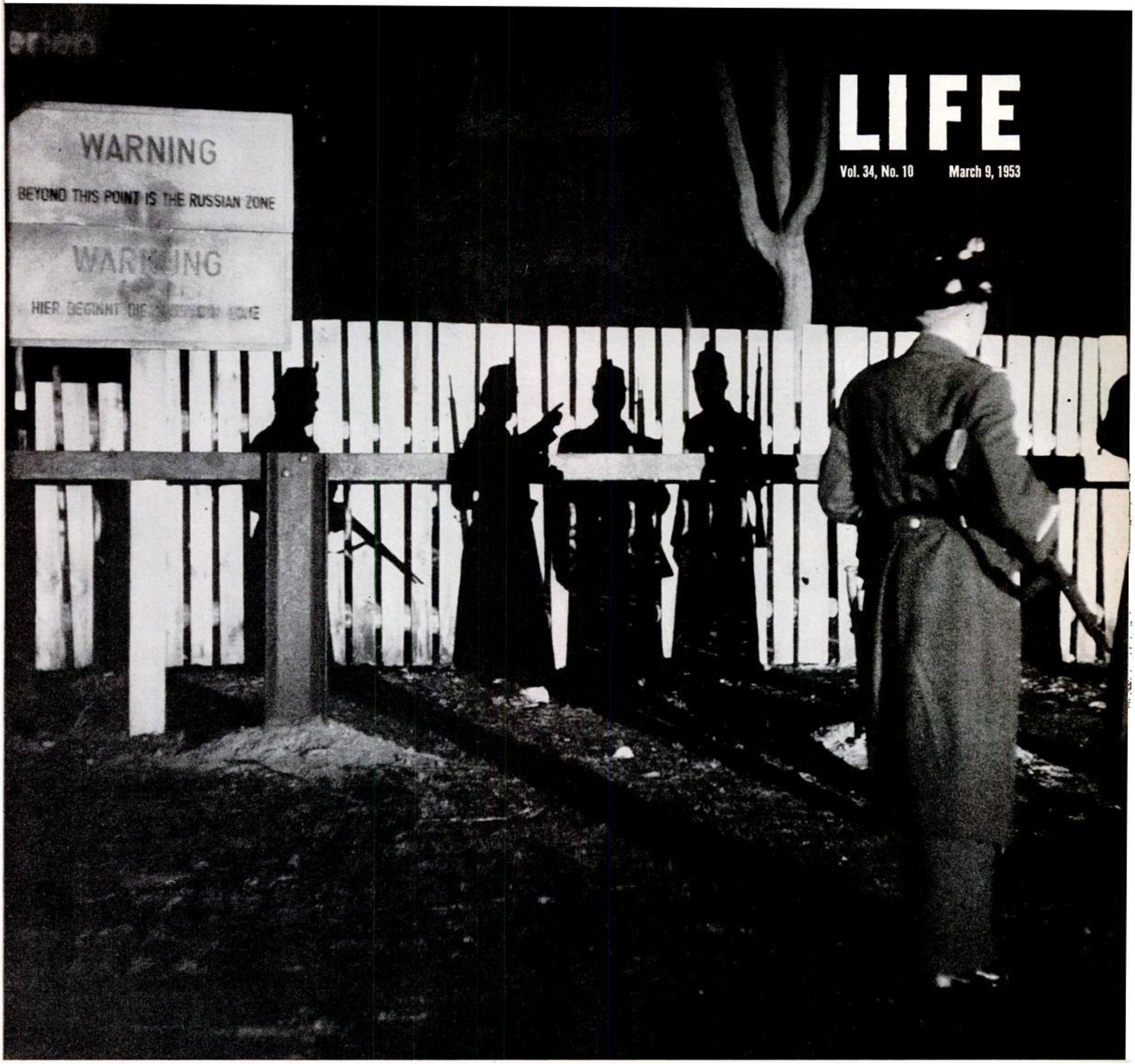
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LIFE
Vol. 34, No. 10 March 9, 1953



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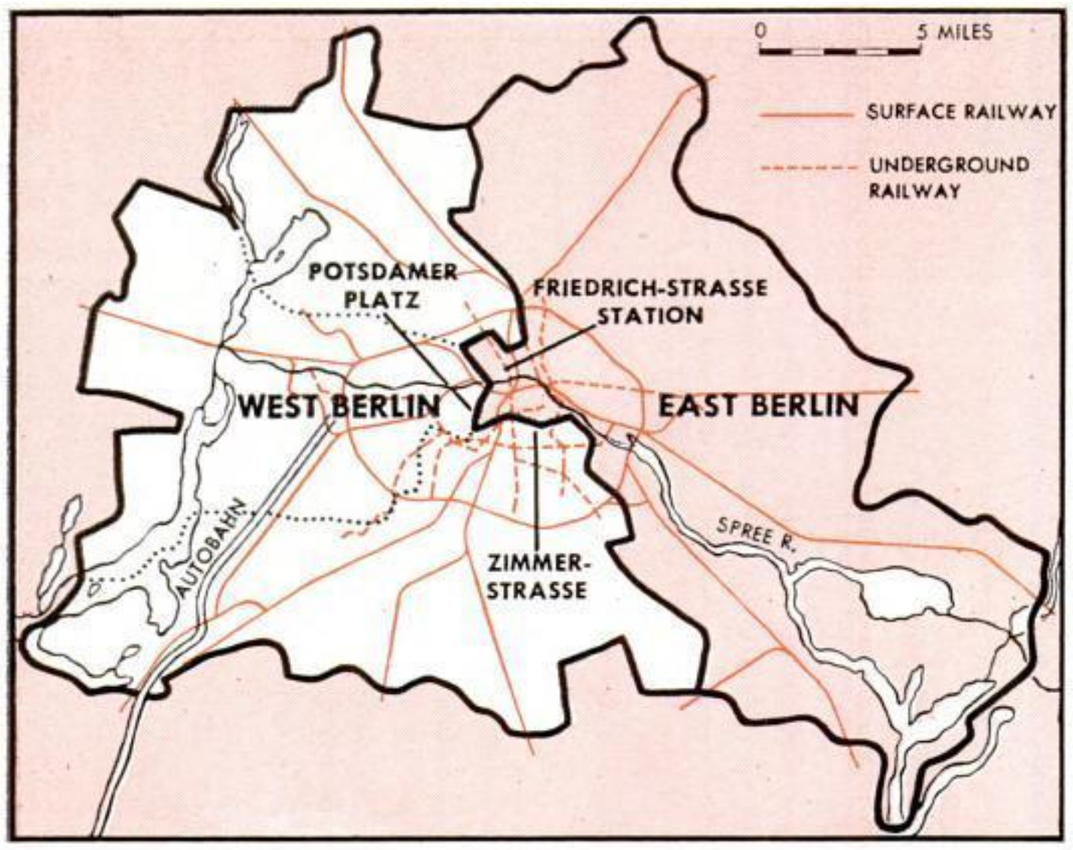
SHADOW OF FEAR FALLS ON BERLIN

"At night the streets that mark the frontier between East and West Berlin become an eerie no man's land," LIFE's Roy Rowan cabled last week as he and Photographer Ralph Crane completed a week's inspection of the former German capital, once again threatened by the Communists. "Walking down deserted border streets, we felt that Berlin had suddenly lost every inhabitant. Even the policemen seemed barely more than shadows."

The Communists, who had left the halves of the divided city open to one another even during the Berlin Blockade in 1948, were now physically sealing West Berlin from the East. The barriers grew to the accompaniment of Communist threats that West Berlin could expect "further isolation, impoverishment and danger." It was not yet clear just what East Germany's Russian masters had in mind. They may have nerved themselves to try another blockade before West Germany ratifies the Bonn peace treaties with the West. They may feel they have to act before President Eisenhower's administration is ready to implement its determination, stated by U.S. High Commissioner James B. Conant, "to see to it that this city continues as an unshaken outpost of the Western world."

Rowan described the barricades—"An ugly rash of steel rail, wood and barbed wire blossoming like sinister spring flowers all along the border dividing East and West Berlin. Where Reds had not yet erected street barriers wary pedestrians suddenly became acutely conscious of where they stepped. For an hour we watched people leaving a subway exit in Potsdamer Platz, where British, American and Soviet sectors join. Reaching the street, people started to walk casually away, then froze in their tracks, refusing to move until a policeman pointed where they could and could not walk to stay safely in the West. 'Each day it gets a little worse,' a young woman said. 'A little worse, what does that matter?' an old man muttered. 'Do the Russians come or don't they? That is all that matters.'"

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MAP OF SPLIT CITY shows how blockade disrupts transportation. Although subway and elevated still operate, Reds were preparing to break them at such stations as Friedrichstrasse. Streetcars already stop at cross borders. Area in color indicates part of city and surrounding area controlled by the Communists.

MORE TENSION, MORE REFUGEES

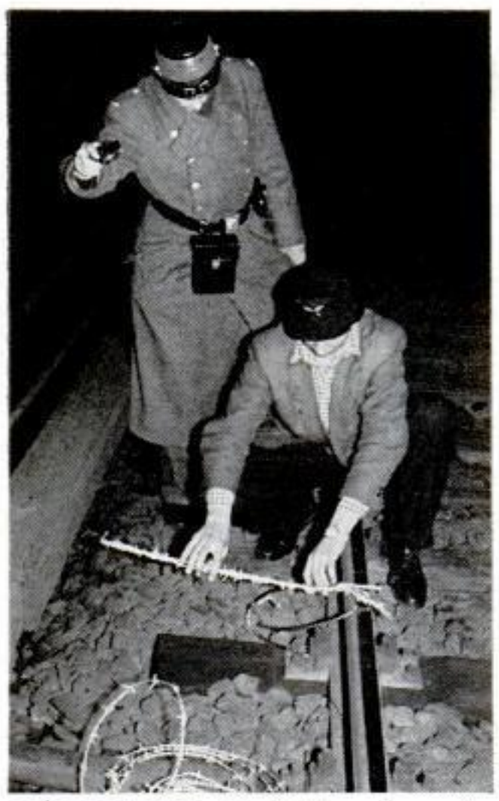
West Berlin's already grievous problems were immensely complicated by East Germans scampering to get through that remaining gateway to freedom while there was still time. Forty-one thousand have flocked across the border in the last month, 3,500 in one record day. Each refugee from Communism was another mouth to feed, another body to shelter, another need for work where 260,000 were already jobless.

The routes by which the refugees could come grew slimmer, fewer and more dangerous as the Communists systematically went about tightening their grip. The best way still open was the Berlin elevated railway, but the Reds were busy shifting tracks and switches around Friedrichstrasse, a large East Berlin station, a portent that this route might be cut soon. Tram lines were already torn up or barricaded with steel and streets were blocked by felled trees, "triple-ripple" bumps to break the springs of speeding autos, and zealous, hard-eyed guards. Sometimes the Communists did things which were merely ridiculous or spiteful: they sent out women conductors on all intersector streetcar lines, knowing that West Berlin has an ordinance against women crews.

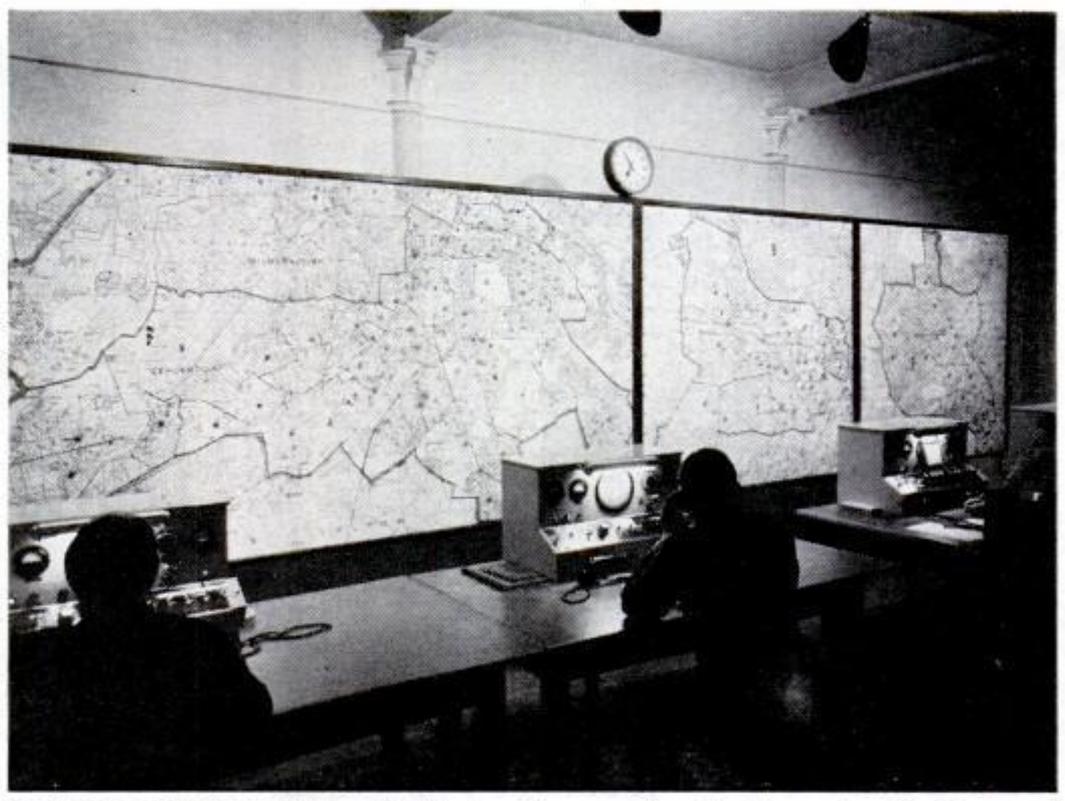
Berlin is guarded by two police forces which are as much enemies as North and South Koreans. West Berlin's police chief runs his outfit like an army, with maps showing disposition of Communist police force. He also has prisoners of the cold war—over 600 members of the Red force who fled the East zone for refuge in West Berlin's police headquarters.



REFUGEE HAVEN, set up in a hall on the West Berlin fairgrounds, is jammed with 1,000 fugitives, about a third of one day's influx from the East. Here some



SABOTAGE, wire laid to short-circuit trolley, is removed from rails.



NERVE CENTER of West Berlin is radio room keeping in touch with the patrol cars. A white light on sector map indicates car is cruising, red that it is in action.



STORE in West no longer gets business from the office across the street.

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police watch the crowd while others serve a meal of hot soup from battery of cans. Although airlift carries thousand refugees daily to West Germany, the newcomers pile up even faster, putting a heavy drain on Berlin housing and its food stockpiles.



RED WRECKERS rip up rails at border of the French sector.



RED COPS lurk on Landwehr canal bridge linking East, West.



END OF THE LINE for Puschkin Allee tram is marked by Communists' recently erected fence of steel posts set in pavement with girder resting across top.



EXIT WAGGING, seven poodles and three Afghan hounds frolic with refugee mistress Margot Dittmann, who made two trips to save them from Soviet zone.

CONTINUED ON NEXT PAGE

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FRIEND FROM U.S., High Commissioner James Conant, visits Mayor Reuter, signs "Golden Book."

A BESIEGED CITY'S WILL TO CARRY ON

In the crisis Mayor Ernst Reuter prepared for a trip to Washington to seek more help to back up America's pledge to West Berlin. But already Reuter and his administration, wise in the ways of Red blockades and determined to survive, had done a lot to help themselves. "Great mountains of coal, grain and dehydrated vegetables—enough to keep West Berlin alive for a year—are pouring into city lots and warehouses," Reporter Rowan cabled. "The city has stockpiled 350 million marks ($82,300,000) worth of critical supplies."

Meanwhile, West Berlin's two million people did whatever they could to make living seem usual. Barred from normal movement to and fro across the city and with even intersector telephones cut off by the Reds, they still gathered at the barricades to meet and talk with their relatives and friends through the barbed wire. And when the weather turned unseasonably warm last week, Rowan found them crowding the sidewalk cafes to drink a Berliner's traditional toast to spring in bock beer.



BERLIN'S COAL BIN now holds an emergency supply of 1.8 million tons, a nine months' supply. This yard, where conveyor (*right, above*) is building heaps still higher, now contains 180.000 tons.



ON WEST SIDE of barricade between the American sector and Soviet Zone, Berliners wait to keep a rendezvous with friends and relatives from the East.



ON EAST SIDE of same barricade two Red Berlin women pause with baby carriage while two more wave a jolly greeting across barbed wire which cuts street.

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THE CITY'S OLD FOLKS hear Mayor Reuter's confident words as he dedicates their new home. Most of them have already survived two wars and blockade and there will be little new for them in this year's crisis. They listen with dignity as the mayor speaks and they settle down to survive the latest trouble.

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THAT CAMPUS WITCH HUNT

The congressional investigation of Communism on the campus is accompanied by the usual cries of "witch hunt," only louder and more premature. The uproar bespeaks the special sensitivity of college teachers on academic freedom; but it also beclouds the civic issues involved. Here are facts to keep in mind before deciding whether this is a witch hunt or not:

1) There are almost certainly some Communist teachers in some U.S. universities. Whether they should be allowed to teach has been the subject of furious academic debate for several years. A few universities have made a decision and conscientiously fired their presumed Communists. A smaller number, who may evidently look for support from Senator Taft, will perhaps defend their Communist teachers. Either of these stands is honorable. But most universities have just argued themselves into an agony of doubt.

2) Congress has a right to find out practically anything it can. As President Eisenhower said last week, it would be most unwise to circumscribe this power. The way it is used depends on the good sense and manners of congressmen.

3) It is too bad that Congressman Velde and Senators Jenner and McCarthy are not men of better sense and manners. A leading Unitarian, the Rev. A. Powell Davies of Washington, D.C., raised a novel point—one well within his religious jurisdiction—when he called them "morally unfitted for such an undertaking. . . . What will be the effect upon young people . . . when they see their teachers 'investigated' by men who are reckless with accusations and careless with truth?"

4) From the effect on youth feared by the Rev. Dr. Davies, the silent plea to avoid questions on the grounds of self-incrimination affords no escape. The Fifth Amendment is for the protection of witnesses who have reason to fear a criminal indictment. It is not a crime to avow Communism; the crime is conspiracy. Teachers who quote the amendment, however quixotic their motives, are therefore logically suspect of criminal behavior. Said President Lewis Webster Jones of Rutgers, "For members of a university faculty to refuse to give a rational account of their position on vital community issues not only cannot be defended by an appeal to academic freedom, but in fact cuts the ground out from under academic freedom itself."

5) The purpose of the investigation is to expose Communists, not to hound "unpopular views." If the congressmen exceed this limited purpose, they can and should be denounced and so should trustees who are cowed by them. But so far it is the teachers who seem cowed. The nervous flap among faculties and students is perhaps the most disgraceful aspect of the investigation to date. The atmosphere will not be de-poisoned by blaming it on Velde & Co., but by exercising academic freedom with confidence and courage.

To all college officials we recommend a memorandum which President George Shuster of Hunter College sent to his faculty last fall.

"When I hear that younger members of the staff, particularly those without tenure, are warned not to act as faculty advisers to student clubs having a political character, I am deeply shocked. No victory the Communist party could possibly win in this country would be more decisive than would be success in depriving younger instructors of an opportunity to give the leadership which only they can provide. . . .

"Far from gazing upon willingness to share in student enthusiasms and even in student mistakes as an indication of brashness, I am hereby insisting to all chairmen and administrative officers of the college that they look with special benevolence on those members of the staff who do not succumb to current fears but who roll up their sleeves and go to work. Suppose the situation does involve certain dangers. If we can ask a Marine to go up a Korean hill with a grenade in each hand, we can surely expect an instructor in Hunter College not to tremble for the safety of his wife and children if he sits down an evening and listens to students discuss General Eisenhower or the size of the New York City welfare budget."

A COUPLE OF WELCOME UPSETS

Political dogma—like war, sport and love—is subject to startling reversals of form. A couple of surprises last week were not only interesting but, for a change, pleasant.

For more than half a century now, a huge amount of this country's liberal and leftist thought has been devoted to attacking and regulating U.S. business. Republican liberals like Theodore Roosevelt were in this movement, but its high priest was Louis D. Brandeis, a Boston Mugwump-Democrat (later a Supreme Court justice) whose slogan, "the curse of bigness," was the movement's shibboleth. The New Deal, while in two minds about the antitrust laws, inherited all the passion of this trust-busting, big-business-baiting tradition. During the New and Fair Deals any outfit—no matter how exemplary—that was really big could count on having trouble from Washington. The government's attempt to dissolve the A & P chain was a case in point.

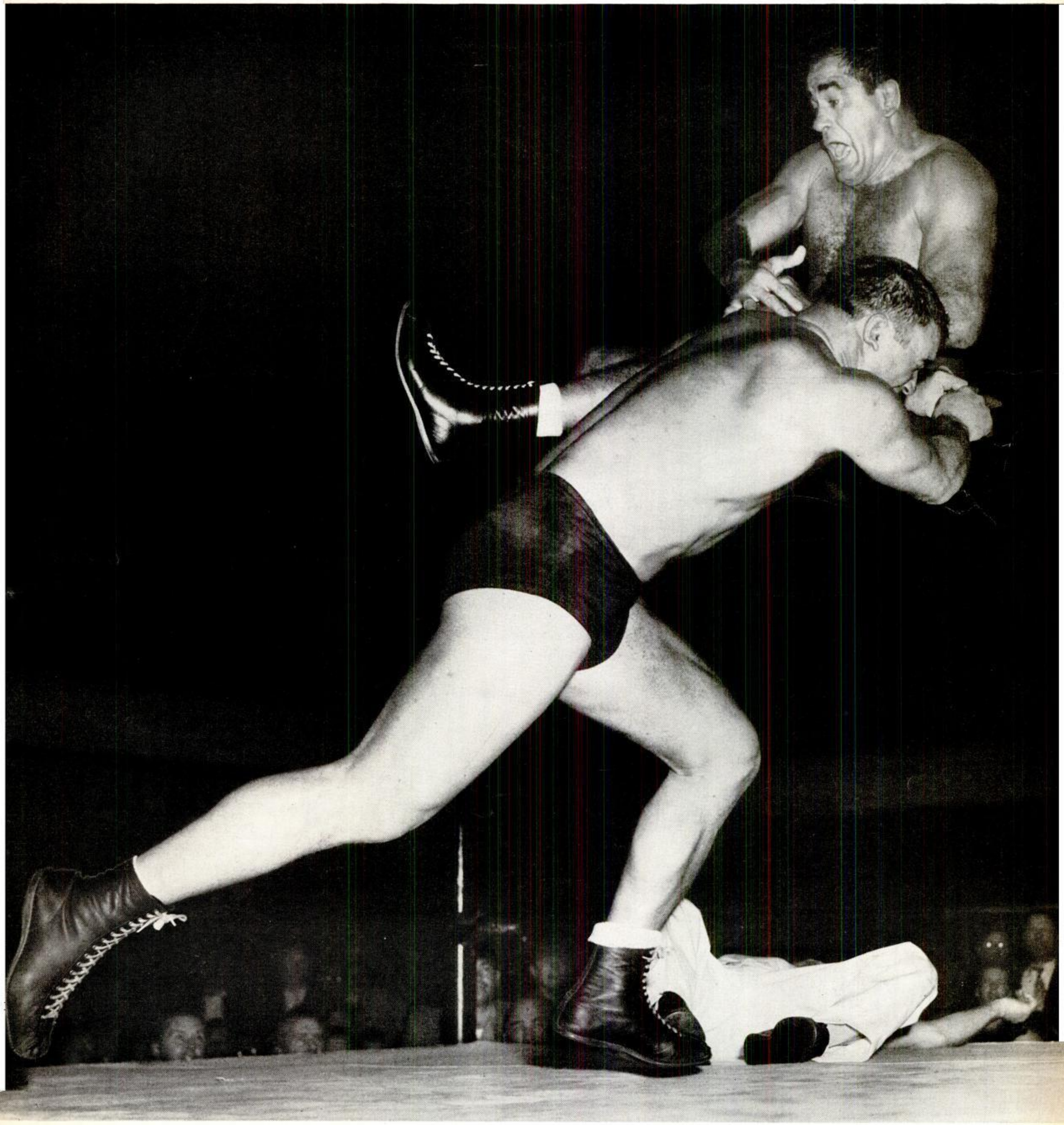
All the more surprising, then, was the publication last week of *Big Business: A New Era*, written by David E. Lilienthal, a New Deal charter member, former chairman of the TVA and also of the Atomic Energy Commission. Mr. Lilienthal can't see anything to be ashamed of in the bigness of our Big Business and comes right out and says so: "Size is our greatest single functional asset." He calls for a complete "change in feeling" toward Big Business, such as he himself has experienced. Clouds of black, crackling smoke must be billowing out of the late Justice Brandeis' grave.

Lilienthal deserves a reasoned argument from some modern Brandeis; for in calling off the business-baiters, he falls into the opposite error of wanting to "subordinate" competition and antitrust policy to vaguer criteria of "the public interest." Bigness, competition and the antitrust laws are not incompatible, and we hope all are here to stay.

Last week's second political surprise was in a pamphlet, *Democratic Socialism* by Norman Thomas, the veteran Socialist who has run six times for president. Although still critical of our political and economic setup, Thomas has now abandoned virtually all of his early collectivism. He sees no relevance in the class struggle, thinks government ownership is far from being a panacea, is against an omnipotent state and an omnipotent working class. Such beliefs run counter to the classic dogmas of Socialism, but Norman Thomas, a great dissenter and a good American, always calls 'em as he sees 'em.

We haven't been so pleasantly surprised since the time, a couple of years ago, when that old agnostic, Bertrand Russell, declared himself unreservedly in favor of Christian love.

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THE REFEREE'S ROLE WAS UNREHEARSED

The wrestling match in San Francisco was moving along, as many wrestling matches do, like a well-rehearsed performance. Leo (the Lion) Nomellini, using his customary football tactics, won the first fall over "national champion" Lou Thesz. He heaved Thesz across the ring and hit referee Jack Wagner, knocking him flat. Leo (*left*) went on fighting, but since referees are not supposed to get knocked out, the hassle was halted. Wagner was dragged out, a replacement took over. Then Thesz went on to retain his "title" and Wagner was told he might need a hernia operation.

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FIGHTING BOB TALKS FROM SPRING WAGON, 1897



AT THE FUNERAL OF FIGHTING BOB IN 1925, YOUNG BOB AND PHILIP ESCORT THEIR WIDOWED MOTHER

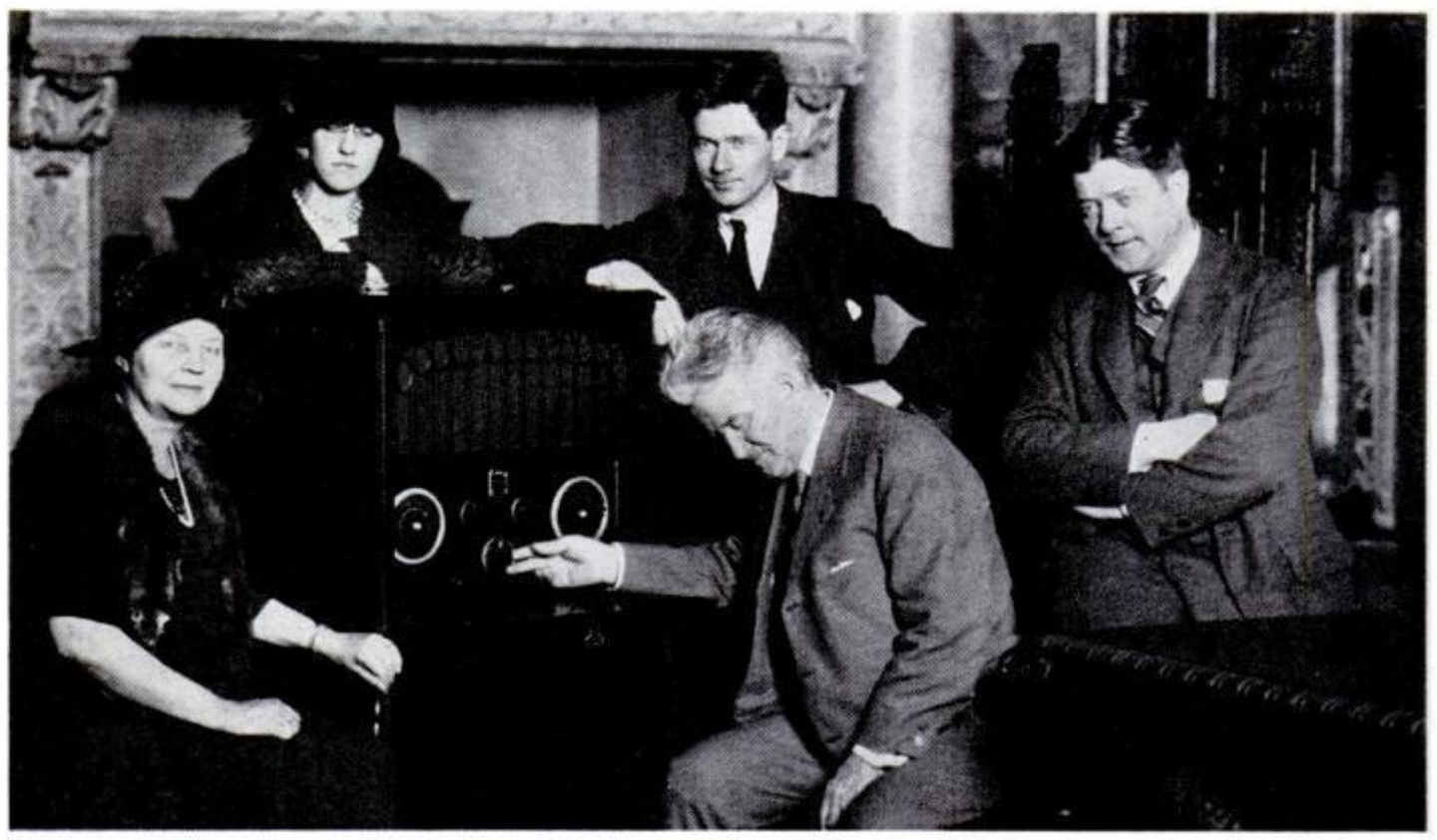
THE TWO BOB LA FOLLETTES

A talented son, who carried on the family's progressive policies, goes back home to Wisconsin—like his fighting father—in death

Many times in the long years of their political dynasty the La Follettes had gone home to Wisconsin in triumph. Even when he went home for the last time from the U.S. Senate 27 years ago, Fighting Bob La Follette was saluted affectionately by thousands who turned out for the old Progressive's funeral. Last week Fighting Bob's son, Young Bob, returned in death to Madison. The setting was the same,



THE TWO BOBS pose together in 1904, after father was elected governor second of three terms. Family spoke of period as "when we were governor."



LA FOLLETTE FAMILY listens to returns from 1924 election in which Old Bob ran on Progressive ticket for president against Coolidge and Davis.

With his vice presidential running mate, Burton K. Wheeler, he received 4.8 million votes of 28.9 million votes cast but carried only his native state.

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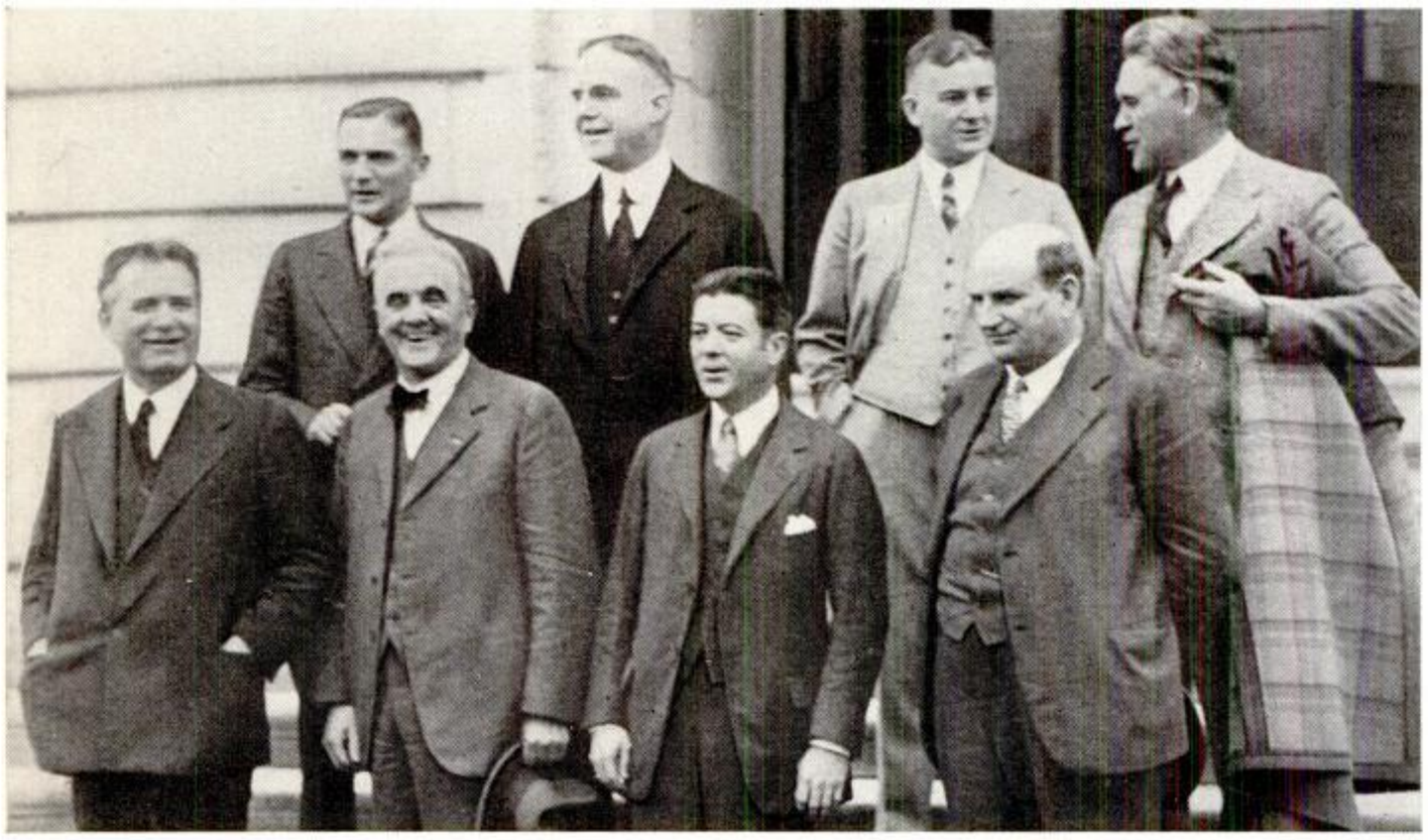
AT YOUNG BOB'S FUNERAL, SONS BRONSON AND JOSEPH OFFER SAME COMFORT TO HIS BEREAVED WIFE



YOUNG BOB TALKS, USING FAMILIAR GESTURES

almost, and the mourning family presented a picture startlingly like the scene of 1925. But the political revolt which Fighting Bob loosed, and which Young Bob and his brother Philip carried on, had long since quieted. There were not many faithful left with energy or interest to brave a blustery 20-degree morning and pay tribute to the ideal.

Young Bob had grown up in politics. He was 5 when his father was governor, 10 when Old Bob went to the U.S. Senate. Appointed as his father's successor in the Senate, Young Bob battled Republicans and Democrats alike when they opposed his social reforms. Both as a parliamentarian and as chairman of a Senate committee which exposed frightful working conditions in industry he even earned the respect of his opponents. Three times he was elected to the Senate in his own right, but in 1946 he lost in the primary by 5,000 votes to Joseph McCarthy. Last week in Washington Young Bob, 58, put a bullet through his head. He left no note to explain why, but he had been in ill health and friends knew he had been brooding for a long time over his 1946 defeat. He felt, they said, that he had let down the family name and the people of Wisconsin.

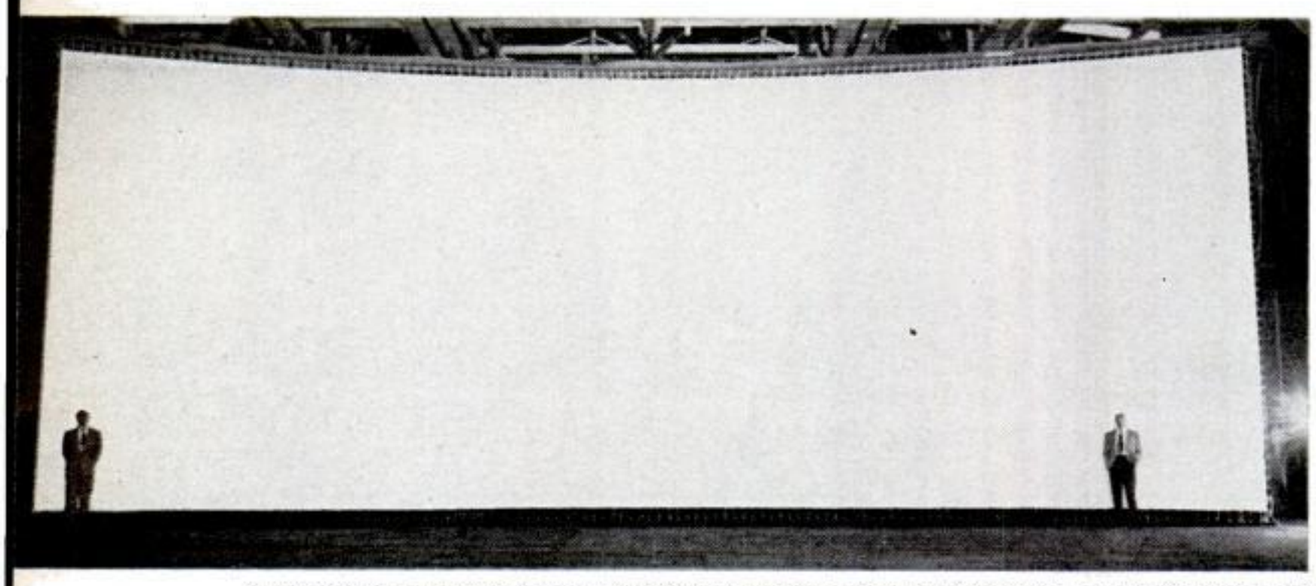


PROGRESSIVE PLATOON of the Senate in 1927 recalls a vanished political era: (*front row, left to right*) Borah (Idaho), Norris (Neb.), Young Bob, and Frazier (N. Dak.); (*back row*) Nye (N. Dak.), Howell (Neb.), Blaine (Wis.) and Shipstead (Minn.). Only Nye and Shipstead are still alive.



MOURNING BROTHER Philip, governor three times between 1931 and 1939, wartime aide to MacArthur, now in private law practice, attends funeral.

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A CURVED CINEMASCOPE SCREEN DWARFS MEN STANDING IN FRONT OF IT

ZANUCK DROPS AN ANTI-DEPTH CHARGE

Wide-view Cinemascope is his reply to 3-D craze

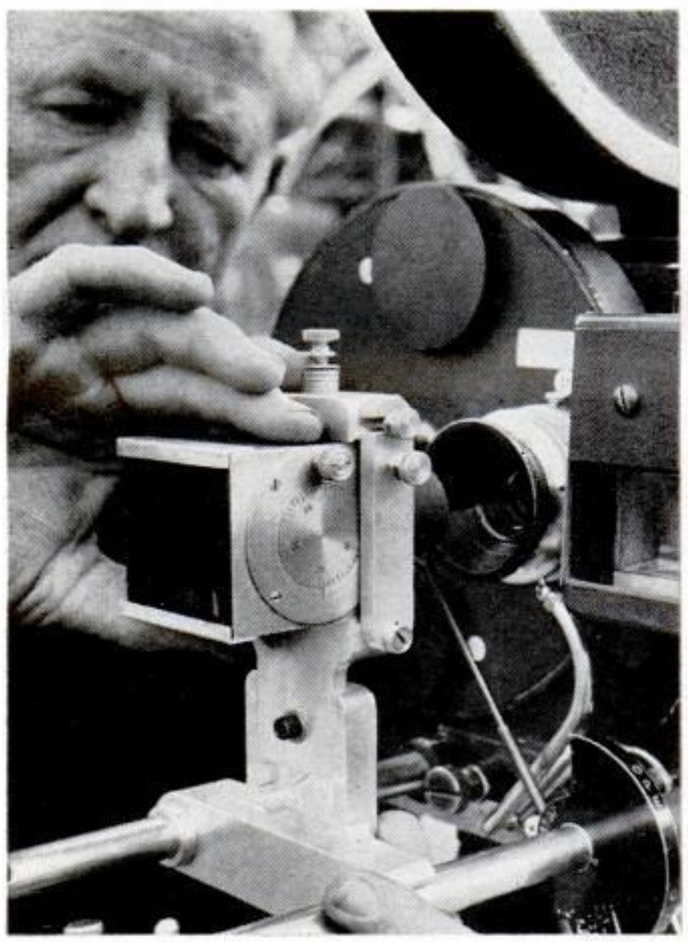
"Third dimension!" snorted Darryl Zanuck, production boss of 20th Century-Fox, striding up and down in his office. "Depth. We don't need depth. My brain gives me all the depth. I see a tiny man on the screen-and my brain tells me it is a man and he has width and height and depth. I have been supplying my own third dimension all my life. What we need is to open up, open up wide."

Thus he declared war on the Hollywood craze for 3-D films (LIFE, Feb. 16) and proclaimed that the real revolution will be created by the Fox system. Named Cinemascope, it tries to increase the illusion of reality, not by three-dimensional effect, but by width. Its screen, 2.66 times as wide as the normal one, opens up enormous spaces to the camera eye.

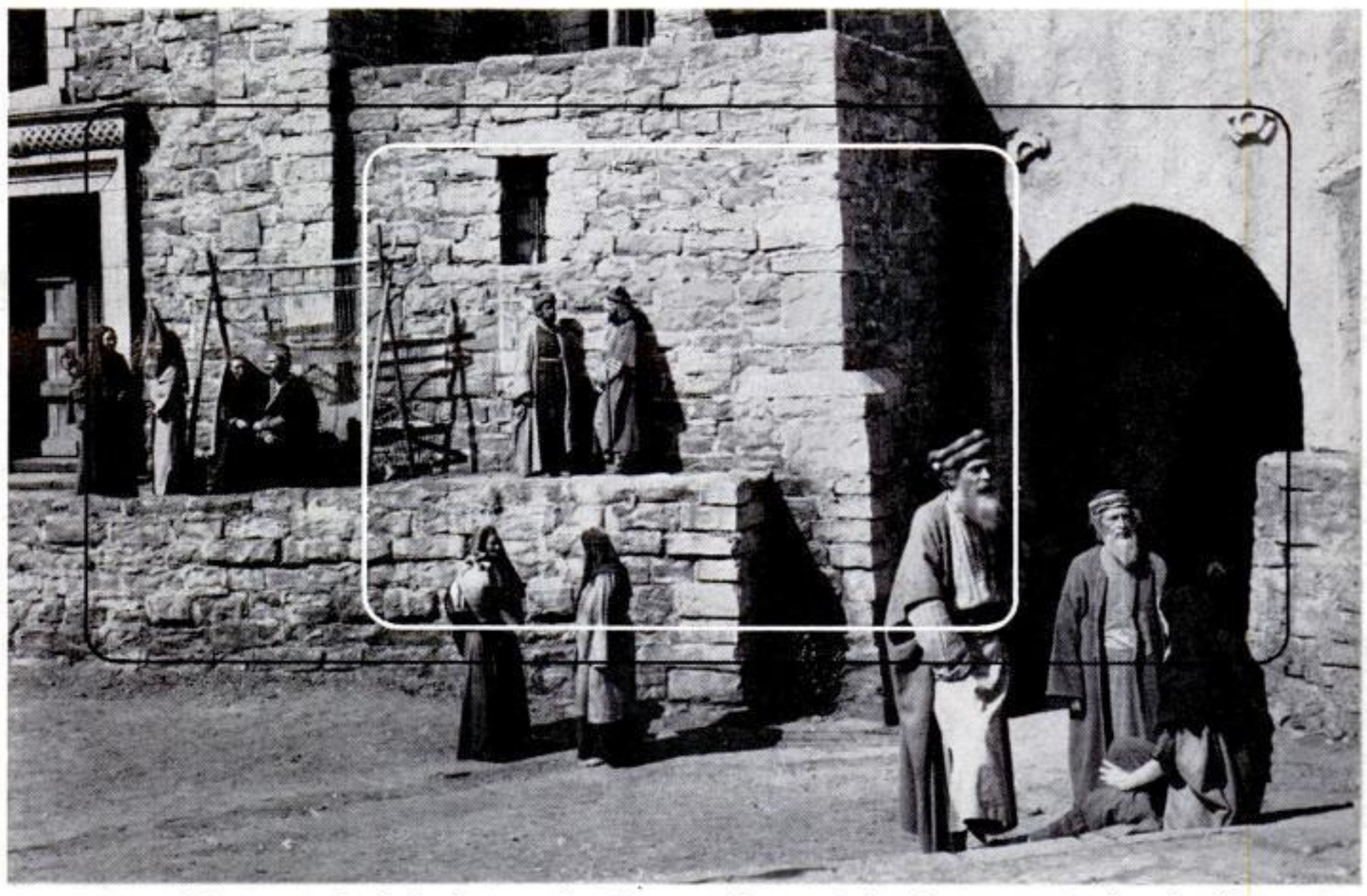
Basically it is a simplified version of Cinerama (LIFE, Oct. 27), which uses a curved screen to give audiences a feeling of being part of the action. It is more economical, needing only one projector to Cinerama's three and, unlike 3-D systems, does not require glasses. Its camera (*below*) squeezes a wide image onto ordinary 35-mm film. This is run in a standard projector with a device for unsqueezing the image, which is flashed on an outsize curved screen. Three sound outlets behind the screen heighten the effect. On these pages LIFE shows, for the first time anywhere, how Cinemascope works on its first major trial, *The Robe*, a super-Biblical epic which Zanuck has chosen to inaugurate his revolution.



CINEMASCOPIC SCOPE is shown by this picture taken by a LIFE photographer with a wide-angle lens to approximate the effect the device will give when



SECRET of Cinemascope is device called anamorphoser, perfected by Frenchman Henri Chrétien in 1931, which squeezes wide image onto 35-mm film.



BREADTH of the image which the device will make available to the audience is shown by black outline in this photograph. Marked off in white is ordinary film image shot by conventional method for version of *The Robe* to be shown in churches. The Cinemascope image is twice as wide as conventional image.

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it is shown on a large, curved screen. The shot shows Producer Frank Ross, who has been planning to make a film of *The Robe* for the last 10 years, standing on the huge set which fills the entire sound stage, one of the biggest on the Fox lot. Around him are the crosses of Golgotha, behind him are the walls of Jerusalem.





SQUEEZING process is illustrated in two versions of scene from *The Robe*, a colloquy between Betta St. John and Richard Burton. Cinemascope lens compresses horizontal dimensions (*left*) into a smaller space on 35-mm film than is needed with normal lens (*right*). This enables Cinemascope to get extra width on picture. Lens on projector restores image to natural proportions. It will cost from $5,000 to $35,000 to convert a present movie house for Cinemascope projection.

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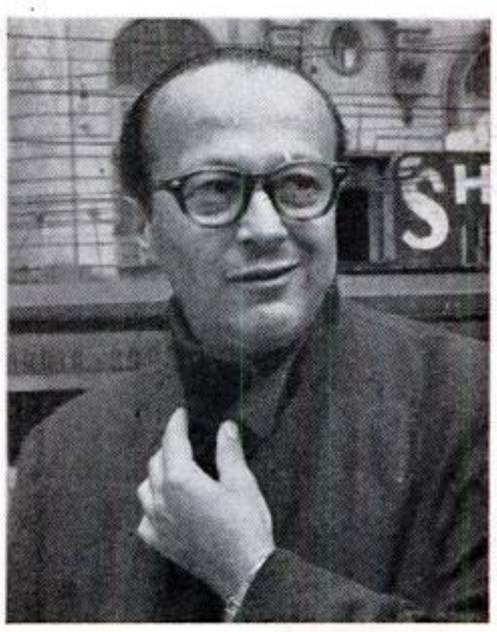


GETTING AWAY FROM IT ALL, Maurice Weinzelbaum (in checkered shirt) dances the samba as Rio's huge February carnival comes to a noisy end. Unaware that in carnival time the samba is practically a mass dance, he first tried it as he had learned it in Chicago—dancing with a single partner. But soon, gaining knowledge as well as anonymity in the crowd, he joined the mob and began singing hits like *If I Erred*. "They'll never believe this back in Chicago," he said.

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FUNNY HAT helps Weinzelbaum to enjoy life at Rio's Mardi Gras.



DRENCHING RAIN makes Weinzelbaum turn up his collar at festival.

'MILLION DOLLAR KID'

A lawyer plays in Rio while his creditors worry

Maurice Weinzelbaum was often called Chicago's "Million Dollar Kid." A 44-year-old lawyer with mysterious sources of income and a taste for rich living, he had 200 pairs of shoes, an expensive electrically operated desk, an attractive blond wife in his Lake Shore Drive apartment and dozens of wealthy creditors willing to lend large sums for his investment schemes. He rarely paid off principal on these loans. But he gave 10% interest and his investors felt sure their fortunes were mounting.

Six weeks ago the Million Dollar Kid suddenly dropped from sight after a warrant was issued charging him with passing a check for $10,000 which bounced. When this news got out droves of Weinzelbaum's unpaid creditors started turning up all over the country and there were dozens of others, the stories went, who were keeping quiet. A bankruptcy suit was launched involving 48 people and charging that Weinzelbaum owed them more than $400,000 on bad checks, forgotten loans, nonexistent "get-rich-quick" schemes.

Soon Maurice reappeared. But not in Chicago. He was in Rio de Janeiro —"for his health." Most runaways try to hide. Not Maurice. He was out dancing in the street (*opposite page*) and posing for funny pictures (*above*). He was not even running away, he explained, and all this hubbub was merely the malicious work of his wife.

In Chicago, as Mrs. Weinzelbaum gasped at pictures of Weinzelbaum dancing in Rio, she was suing for divorce. "He loved to buy things and he had wonderful taste," she recalled, "but he broke two of my fingers when I asked him about all these people calling about checks and things."



LAUGHING WIFE is amused by the picture (*opposite page*) showing husband dancing. "He's growing a mustache," was her comment. "That's just like him."



NEW YORK CREDITOR, Jeweler Saul Barnett, sees photo of Maurice, who owes him $575 on diamond heart.



CHICAGO CREDITOR, M. Blaz, frets about $45,000 he had invested.



HEART-BROKEN FATHER, Louis Weinzelbaum (with son, Aubrey), gave Maurice all his $150,000 savings.

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'PROBLEM' WITH A 'B'

Prices of farm products trouble the administration

The administration was busy with its B's. Butter, it cost too much. Beef, there was too much of it. And Benson—he somehow had to work it out. The consumers weren't worrying—in fact one reason for the butter glut was that many housewives refused to buy butter at 80¢ when margarine was only 30¢—and the government, compelled by price-support law, was buying three of every five pounds of butter produced. An oversupply of beef dropped prices, and a few cattlemen yelled for government supports. They were unlikely to get them. But for butter, Secretary of Agriculture Benson extended high supports until April 1954. He hoped for one thing that dairymen, dumping their stored butter for fear supports would stop, would now hold on to their reserves. Opposed to high supports on principle, Benson also hoped this year of grace would give dairymen time to work out their own salvation without excessive government interference.



B IS FOR BENSON The Secretary of Agriculture (*seated, left*), at Capitol lunch, explores the falling cattle prices with Senator McCarran (Nev.) and Livestockman Sam Hyatt (*seated*) and (*standing*) Senators Bennett (Utah), Kuchel (Calif.), Butler (Neb.) and Kerr (Okla.).



B IS FOR BUTTER Workers at New York dairy products firm under government contract cut one-pound "prints" from U.S.-owned 60-pound cubes. Part of government butter, bought for 67¾¢—90% of parity—goes to public institutions and school lunch programs, rest is stored.



B IS FOR BEEFS ON BEEF Cattlemen at Oklahoma City meeting heard Democratic Senator Kerr argue that cattle price supports would also give Benson authority to restrict imported beef. Kerr blitzed through a support resolution, despite fact another cattlemen's meeting a few days before had unanimously opposed supports. During meeting Dr. W. E. Grisso asked Kerr to match a cattleman's $1,000 donation to Oklahoma Cattlemen's Association. "We'll both match it, Doc," said Kerr. In Washington later, Kerr used pro-support resolution for Senate floor attack on Benson.

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Just as sure as you like chicken  you'll like Campbell's Chicken Soup!





CHICKEN The delicious taste of chicken fills the golden broth. Every sip says "Mmm, chicken!"

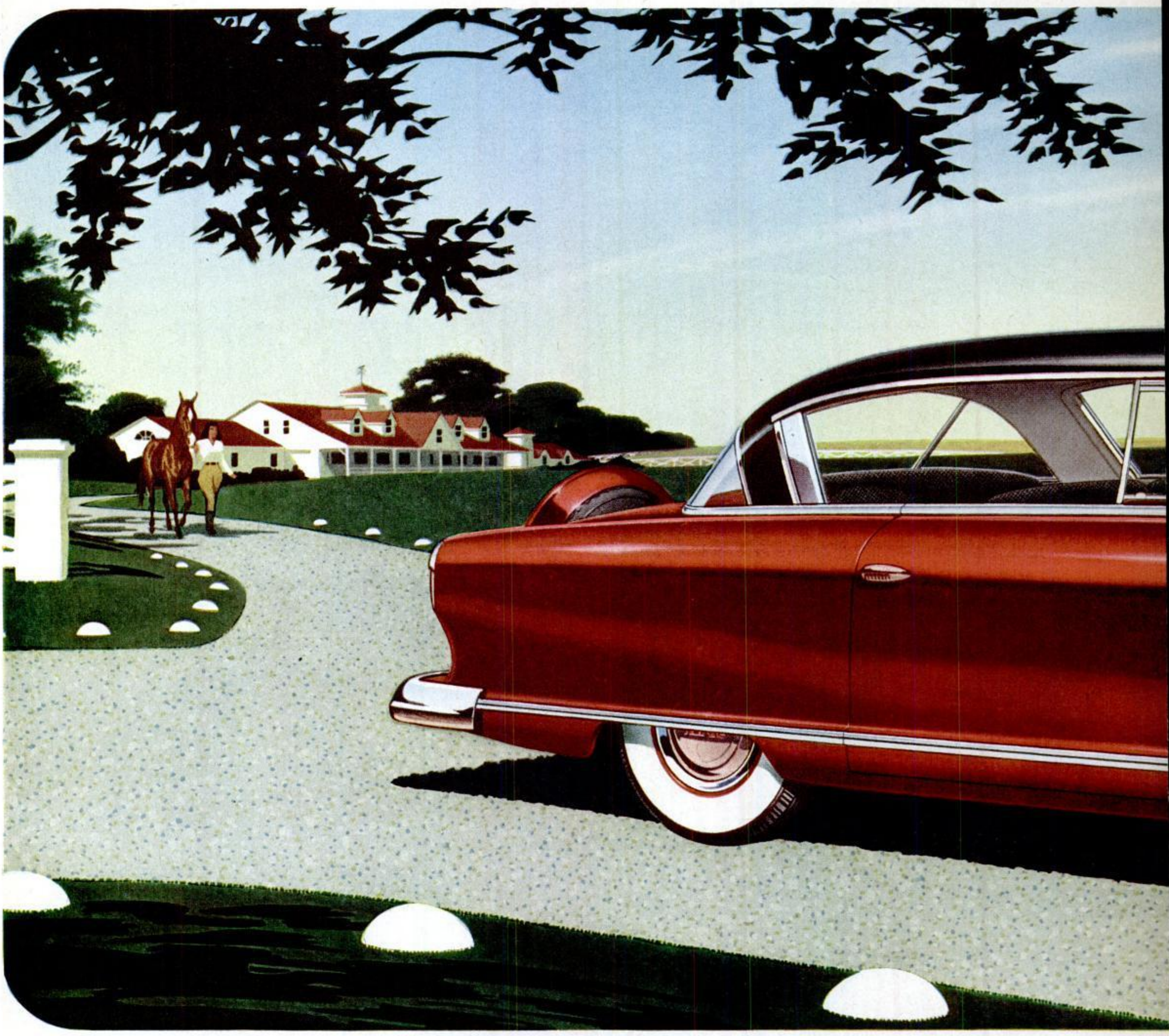


CHICKEN The fluffy rice that makes this soup so extra nourishing is steeped in the chicken broth.



CHICKEN Tender pieces of chicken, both white meat and dark, are added with a generous hand.

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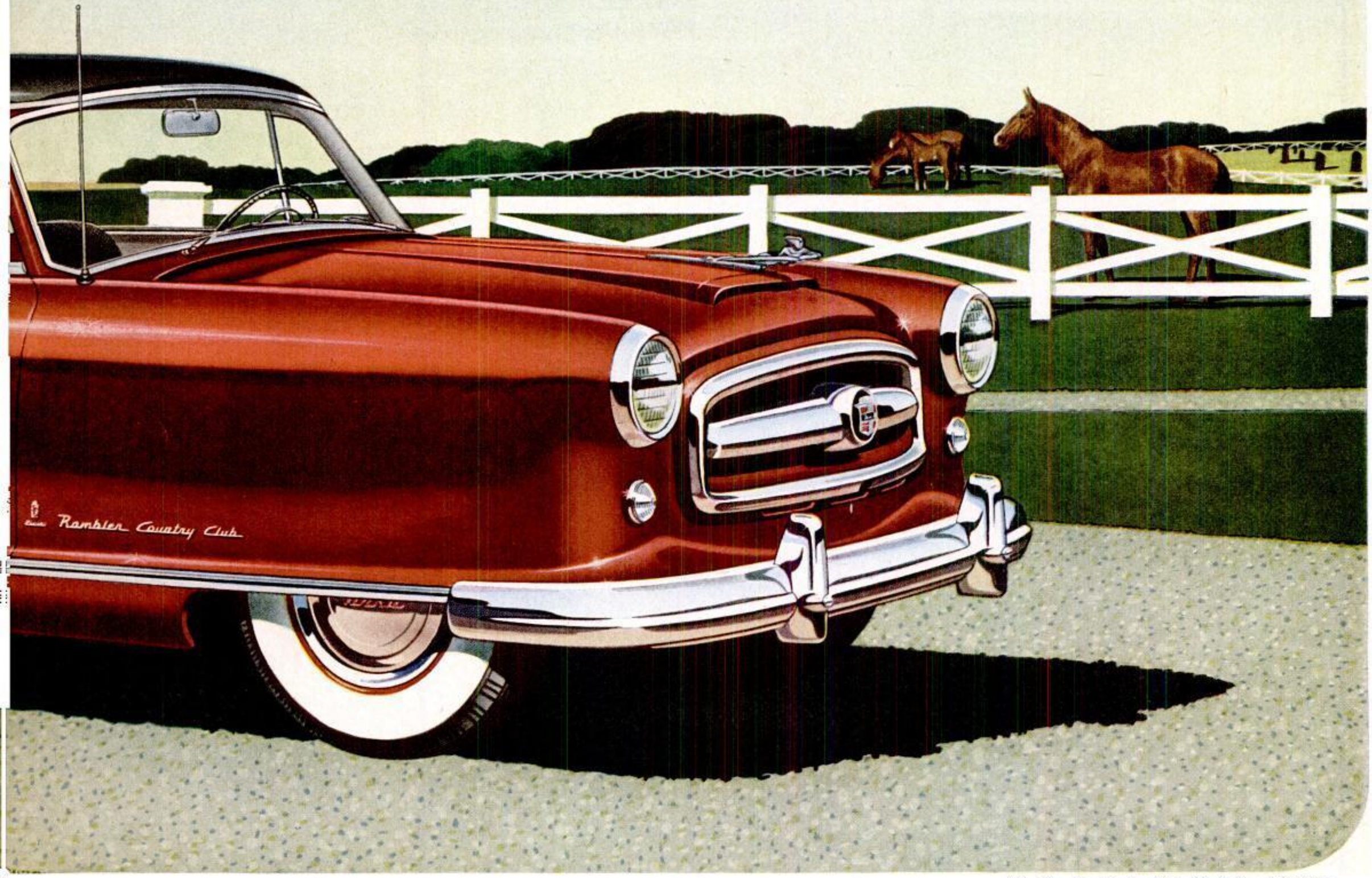
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NOW THE POPULAR NASH RAMBLER REFLECTS the last word in continental styling! In every elegant detail you'll see the glamour, the custom luxury, the *genius* that Pinin Farina—and only Farina—can lavish on a car. Yes, you will see it all in America's compact custom car—in the first car designed for today's traffic!

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Now the new windshield is "picture-window" wide, deeper, with 25% more glass. Now there's a rakish new slope to the hood, a new

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New Rambler Country Club Hardtop model. White sidewall tires, hood ornament by Petty optional.

1953 Rambler

functional air-scoop . . . new "Road-Guide" fenders . . . a sweeping, new flair to the racy rear . . . a swanky new continental spare tire mount . . . greater luggage space.

Dual-Range Hydra-Matic Drive!

Now the Rambler's even more fun to drive. There's added power in the Super Flying Scot engine—yet you'll still get up to 30 miles a gallon at average highway speed with overdrive. And, with new Dual-Range Hydra-Matic Drive, you can *Ramble* all day without shifting!

True to Nash Rambler tradition, this most luxurious of compact cars gives you custom accessories like radio, Weather Eye Conditioned Air System—even the continental spare tire mount—*included* in the standard price.

On Display Now!

You still haven't heard *half* the Nash Rambler news! Come in and see America's newest—the smartest of compact cars—the Nash Rambler "Country Club" hardtop convertible, the Station Wagon, the Convertible Sedan.

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Very special delivery. When you serve a drink made with Four Roses, you really deliver something extra-special. Four Roses, you see, has one quality to be found in no other whiskey—the distinctive flavor that has made this brand the first choice of millions.

Wouldn't you rather drink

Four Roses



Frankfort Distillers Corporation, New York. Blended whiskey. 86.8 proof. 60% grain neutral spirits.

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IN DALAI LAMA'S PALACE the two deities meet and official portrait is taken by a Communist photographer. Dalai Lama (*right*), who was anti-Red, fled to India when the Chinese invaded, but returned rather than abdicate.

RIVAL LAMAS GET TOGETHER

Chinese Reds arrange a reunion in Lhasa for the two Tibetan deities

In the land of Tibet the meeting of the two youths above should have been a holy, historic event. One youth is the 17-year-old Dalai Lama (LIFE, April 23, 1951), the other the 15-year-old Panchen Lama. Both are regarded as living gods and reincarnations of Buddha. Theoretically the Dalai Lama is the temporal leader of Tibet and the Panchen Lama is the spiritual leader. But in 1923, after one of their squabbles, the Panchen Lama of that time fled to China, leaving the Dalai Lama in control. In the years since, both lamas died, but their successors still did not meet until this conference at Lhasa.

The Tibetans might have been overjoyed at the get-together except that it was arranged by the Chinese Communists who had taken over their country in 1951. After 42 days at Lhasa, during which he discussed metaphysics and Marxism with the Dalai Lama, the Panchen Lama left for Shigatse in western Tibet, where he will live in a "Palace of the Western Paradise." But he planned to return to Lhasa to work out a joint administration of Tibet, presumably after details have been worked out by Red advisers.



IN A YAK-HIDE BOAT the Panchen Lama is taken across Tsangpo River after leaving Tibetan capital, Lhasa, for his new home at Shigatse. The official escort includes both Buddhist monks and Chinese Communist soldiers.

All New Yorkers Eat in Night Clubs!



OH, YEAH?

People get the strangest ideas.

"New York's a great place to spend a few days," visitors say, "but how do you keep it up—going out night after night?"

New Yorkers don't. Most of them live as normally as people in Terre Haute or Peoria.

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It has quite rightly gained a reputation for being a great oil to use in breaking-in a new car. Or for removing carbon and cleaning out the engine. And reducing ping.

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At 15 miles per gal. (gas consumed) . 100 gals.
2¢ per gal. saving on 100 gals. of gas . $2.00

This $2.00 pays for your oil drain of 5 quarts at 40¢ per quart.

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Prices still as low as $199.95



17-inch Wayne. Today's big value. Gleaming maroon finish. 17T301, $199.95



17-inch Hanley. Compact console in rich mahogany finish, or blond (slightly higher). 17T310, $259.95





21-inch Merritt Deluxe. Mahogany finish (limed oak slightly more). 21D317, $395



21-inch Staunton Deluxe. Mahogany finish (limed oak slightly more). 21D326, $465



21-inch Kerby. Antique finish. 21T303, $259.95. (Matching base, extra.)



21-inch Jeffrey. Mahogany finish, or blond (slightly higher). 21T313, $329.50



21-inch Hilton. Sleek, modern console in limed oak finish. 21T316, $389.50



21-inch Yorktown Deluxe. New finishes: natural cherry, red cherry. 21D327, $495



21-inch Southbridge Deluxe Regency. Mahogany or walnut finishes. 21D329, $495



21-inch Dobson. Mahogany or limed oak finish (slightly higher). 21T322, $399.50



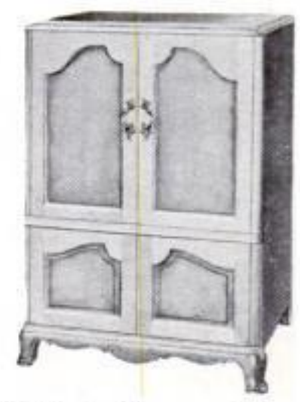
21-inch Stockton. Regency style finished in mahogany or walnut. 21T324, $429.50



21-inch Lawrence. TV, AM radio and "Victrola" 3-speed. 21T342, $525



21-inch Kenbridge Deluxe. Swivel base. Walnut, limed oak finishes. 21D328, $525



21-inch Clermont Deluxe. Provincial. Maple, red cherry finishes. 21D330, $525

23 exciting new models, 42 new combinations of styles and finishes —all 5 ways finer with new automatic "Magic Monitor"

"Plugs right in . . . and my TV set's a phonograph!"

Only $16.75! "Victrola" 45 automatic attachment plugs into "phono-jack" built in every RCA Victor TV Set. ("Victrola" 3-speed attachment, $49.95.)



1. New automatic "Magic Monitor" circuit system . . . screens out static! Brings in the finest TV pictures possible—and *holds* them at their finest—*automatically!*

2. New RCA "Deep Image" picture tube . . . with *micro-sharp* electron beam plus new billion-crystal phosphor screen, gives you fine-grain, *deep-image* pictures.

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4. Advanced, automatic UHF-VHF tuner . . . built-in for *automatic* tuning of any 16 UHF and VHF stations of *your* choosing. Turn one knob . . . *CLICK*—there's your station. (Optional, extra.)

5. New wider range of cabinets . . . 23 new models! Modern, Contemporary, Colonial, Provincial, Regency, Empire. Finishes include mahogany, limed oak, walnut, maple and cherry.

See the new RCA Victor Television and Television *Deluxe* lines at your dealer's now. *More* new sets to see, with *more* new advances, than ever before in RCA Victor history. And remember, for expert TV installation and service, ask about an RCA Victor Factory-Service Contract . . . available *only* to RCA Victor owners.

Prices shown are suggested list prices, including Federal Excise Tax. Subject to change without notice. Slightly higher in far West and South. TV prices include full-year picture tube warranty. UHF-VHF tuner, optional at extra cost.

See the RCA Victor Show starring Dennis Day over NBC-TV, Friday, 8 pm. EST.
For more Comfort . . Better Health . . Better Living—Get RCA Room Air Conditioning

Every year more people buy RCA VICTOR than any other television

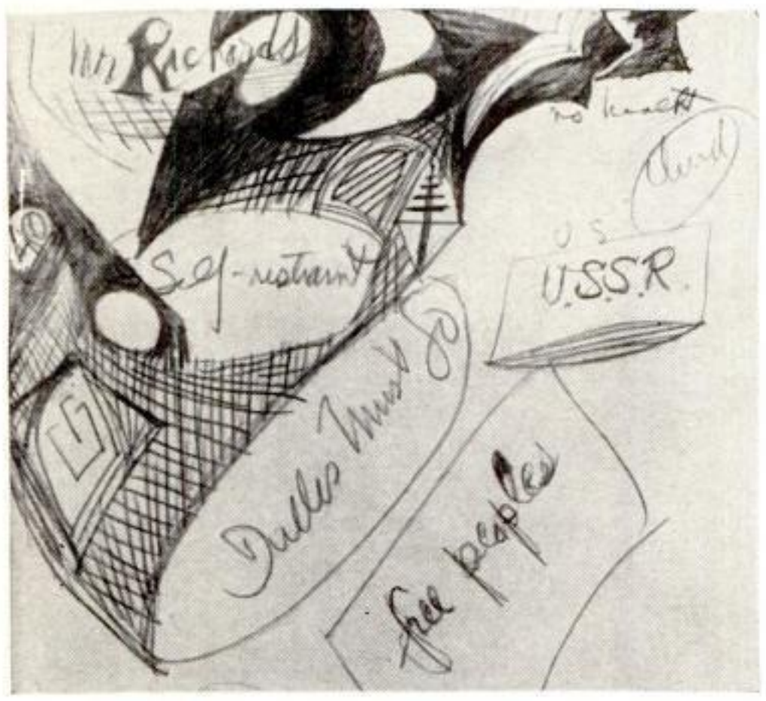
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LIFE ON THE NEWSFRONTS OF THE WORLD

Dulles doodles an anti-Dulles thought and Magsaysay becomes available

Secretary of State John Foster Dulles, a confirmed doodler, was whiling away the time as usual at a meeting of the House Foreign Affairs Committee. A reporter studying the doodle was astonished to see



DULLES WRITES THAT "DULLES MUST GO"

a violently anti-Dulles sentiment among the other scribblings. But the Secretary explained that he had merely been copying the Communist *Daily Worker* slogan, not making a statement of policy.

Pointing up the global nature of Communism, the Hungarian government last week offered the British Foreign Office an unusual trade: Hungary would release Edgar Saunders, a British businessman serving a 13-year prison term as a "spy" if Britain would release Lee Ten Tai, alias Lee Meng, Chinese Communist guerrilla girl who is to be executed in Malaya.

Quirino loses a cabinet minister

Ramon Magsaysay, Philippine defense secretary who has led the fight against the Hukbalahap Communists (LIFE, Feb. 10, 1951), resigned last week from the cabinet of President Elpidio Quirino. He found it difficult, Magsaysay declared, to remain in an administration that tolerated conditions favorable to Communism. The resignation cleared the way for Magsaysay to become a candidate for the presidency. He did not say whether he would stay with the Liberals and fight Quirino for the nomination, or join the Nacionalista party of former puppet president Jose Laurel, or form his own party.

The Civil Aeronautics Administration has been keeping track of the different uses Americans find for their planes. The CAA figures that last year planes flew 6,320 hours delivering chicks, 2,618 hours making rain, 5,387 hours chasing birds from rice fields and pecan orchards, 2,868 hours baiting grasshoppers and 90 hours "agitating cherry trees."

Yugoslavia veers Westward

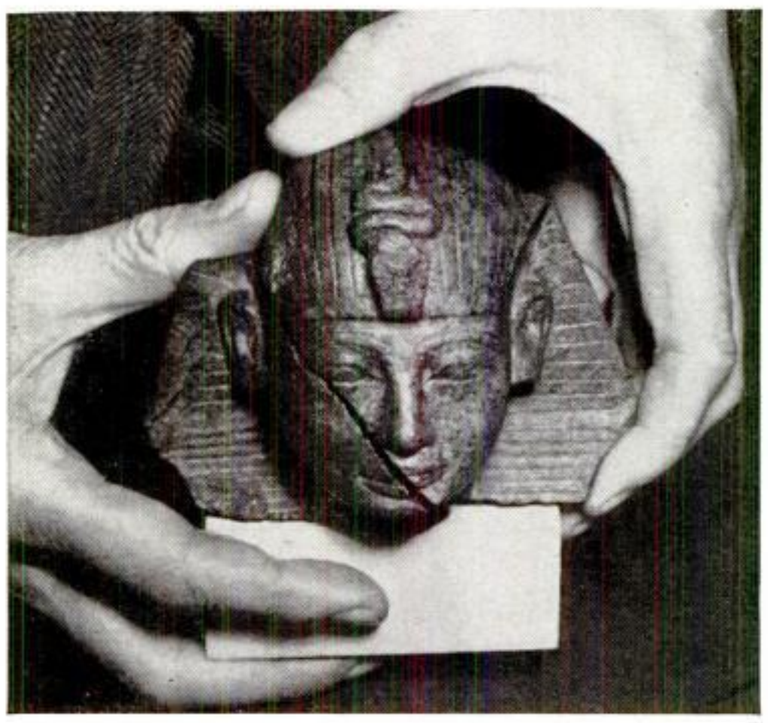
Yugoslavia, Europe's only Communist country not dominated by Russia, swung sharply toward the West last week. It indicated that it had abandoned attempts to collectivize land in the Russian manner and would henceforth model its land reform on Western cooperatives. Then Yugoslav Vice President Edvard Kradelj said his country was willing to join a collective security organization such as NATO, and two days later Yugoslavia agreed with the NATO nations of Greece and Turkey on the terms of a friendship and collaboration treaty to maintain peace. Other Balkan countries, the three nations suggested hopefully, would be welcome additions to the pact.

The vice trial of Mickey Jelke (LIFE, Feb. 23, March 2) ended when the jury found Jelke guilty on two counts of compulsory prostitution but recommended mercy.

Lodge dodges Russian handshake

As the U.N. General Assembly convened in New York, Korea was still the main problem and the subject of the same old arguments. The only noticeable change in the U.S. position was that chief delegate Henry Cabot Lodge refused to pose shaking hands with Russian delegate Andrei Vishinsky. Secretary of State Dulles said there was no policy directive on the matter and that he himself would not be willing to shake—unless Vishinsky extended his hand first.

Father Divine was zipping along the New Jersey Turnpike last week when he was caught and fined for speeding. The religious leader promptly forbade his thousands of followers any further travel on the toll-collecting highway and added ominously, "If I bless anyone or anything, it is blessed! And if I withdraw from anyone or anything, it is withdrawn from!"



CRACKED EGYPTIAN KING IS FINALLY MADE WHOLE

Some 3,400 years ago a sculptor carved a beautiful small head of an Egyptian king, either Thutmose III or Amenophis II. Some time between then and now the head was cracked in two pieces. The larger part wound up in the Bavarian State Collection in Munich. The smaller part disappeared. Last month, to the amazement and inexpressible delight of museum officials, an art dealer brought in the missing section to ask the museum experts to evaluate it. When it was identified, the dealer donated it to the museum and Thutmose III (or Amenophis II) was put together again.

CONTINUED ON NEXT PAGE



8 Favorite Varieties: EXTRA DRY MARTINI, 65 proof • GIBSON (very, very dry Martini), 75 proof MANHATTAN, 65 proof • DAIQUIRI, 60 proof SIDE CAR, 60 proof • WHISKEY SOUR, 60 proof OLD FASHIONED, 70 proof • STINGER, 60 proof
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Arrow Shorts never bind!



"Sanforized" fabrics—won't shrink over 1%.

No center seam—no chafing, no "riding up."

Contour seat panel—follows shape of your body.

Pleated crotch—room where you need it.



The most comfortable shorts you ever wore-and here's why!

It's all in the design, men! In the unique contour seat, the pleated crotch, the no-center-seam construction. This spells comfort in *any* position. And it's a comfort you can know as soon as *tomorrow*. Just stop in *today* for Arrow Shorts.

Large illustration is "Sprinter"...heat-resistant all-elastic waistband. White, solid colors and patterns, $1.45, up. Other Arrow models, $1.45, up. Combed cotton "T" shirts, nylon reinforced collar, $1.25, up. Cluett, Peabody & Co., Inc.

ARROW® SHORTS

By appealing to the North Carolina Supreme Court, Negro Mack Ingram was finally freed from his earlier conviction for "leering" at a white girl from his car (LIFE, Nov. 24). "It cannot be said," the court ruled, "that a pedestrian may be assaulted by a look, however frightening."

The end of an old enemy



VON RUNDSTEDT

Through two World Wars the Allied generals learned to have the greatest respect for Karl Rudolf Gerd von Rundstedt, who brought them nothing but trouble and disaster. The arrogant, brilliant epitome of Prussian militarism, he took part in the assault on Paris in World War I. In World War II he directed the Panzer attack that smashed Poland, commanded the victorious drive through France and blasted the Russian Ukraine. When the Allies came back through France, von Rundstedt led his last attack, the 50-mile desperation thrust through the Bulge that almost split the U.S. armies. Too ill to face trial after the war, he lived on for eight more years, dying last week at 77.

A case of 'lupus erythematosus'

Whenever Harry Brockley walks out on the streets of Cheyenne, Wyo. in broad daylight, he wears a hooded white mask. Brockley is not a member of the Ku Klux Klan but a victim of a rare disease, *lupus erythematosus*—allergy to sunlight, which he believes he caught during wartime service in New Guinea. Five minutes of sunshine are enough to give him a painful rash, rheumatism and nausea. Since there is no known cure for the disease, Brockley must presently give up his job in the Game and Fish Commission.



SUNSHINE VICTIM

When Iran's Shah Mohammed Reza Pahlavi announced that he was going to Europe for his health, the volatile Iranians grew fearful that he was being forced to abdicate. Hysterical rioters, egged on by Premier Mossadegh's political rivals, demonstrated at the palace and a violent mob stormed Mossadegh's house, blaming the premier for the shah's departure. Mossadegh fled for his life through the back door to temporary safety in U.S. Point Four headquarters and the shah said he had changed his mind about Europe. Then mobs favoring Mossadegh, a wily man who has survived many crises, came out into the streets in support of their leader.



ISRAELI AMBULANCE BRINGS WOUNDED RUSSIAN TO PIER

When the Soviet Legation moved out of Israel last week in protest against the bombing of their building (LIFE, Feb. 23), one Russian still had not recovered. Soviet Housekeeper Anna Suzayevna was so seriously injured that she had to be delivered to the Haifa port pier by ambulance.

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WORK BETTER! . . . Tying trout flies is important to JOHN WAYNE, star of Warner Bros. Production, "TROUBLE ALONG THE WAY." That's why he takes . . . a "Coffee-break"! Coffee's gentle stimulation helps you do a better job. Fisherman or farmer . . . housewife or handyman . . . coffee's lift makes chores seem lighter!

—give yourself a "Coffee-break"!



FEEL BETTER! . . . At dawn (or any morning hour) a cup of bracing coffee is the way to begin a day. Its hearty, full-strength flavor gets you started — keeps you going! Coffee adds pleasure to *everything* you do.



THINK BETTER! . . . Even dreaming up the tall ones is easier over coffee! It's delicious — and an aid to clear thinking! At meals and in-between — at home, at work, in your favorite restaurant — give yourself a "Coffee-break"!



Coffee always gives you a break!

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Sensational!

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LIFEWALL means a new word in your language ...a new protection in your life!

Now—driving safety on a *full scale* comes to you with these new and exclusive U. S. Royal Tires. *Within* each of them comes the great new U. S. Nylon LIFEWALL, the finest air-container ever developed, strong as tires themselves, banishing all common blowout possibilities!

You Ride and Drive Where Tire Risks Can't Reach!

This sensational U. S. Royal advancement is a turning-point in all tire history and safety. Now, *for the first time*, you get tire safety *ALL IN ONE*, with LIFEWALL between you and the risks of blowout... with outer tread depth and tread treatment to give you stopping power, skid protection and safe mileage beyond all other standards.

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Blowout Prevention
Skid Protection
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with the Only **Everlasting Whitewalls**
to keep the spotless beauty of your tires!

with the Only **Curb Guard* Protective Rib**
to end curb-scuff nuisance and expense!

with the Only **Royaltex Tread and Traction**
for world's utmost in non-skid stopping power!

and with up to Twice as Many Safe Miles
— your one tire investment for years!

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U N I T E D S T A T E S R U B B E R C O M P A N Y

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Dramatic modern chest in blond oak to hold a world of treasures. Equipped with automatic tray. Model #2915. (Lane Table, #245) Chest price **$59.95***

When your sweetheart says, *"I love you!"*

Help her plan for that day with the gift that gathers more gifts

JOY DANCES in her heart . . . happiness shines from her eyes . . . and of all the gifts you might give a "just engaged" girl none is more truly appropriate than a Lane Cedar Chest.

For a Lane is the gift that says "I love you"—and yet is so marvelously practical besides.

Now, while she's planning her not-so-far-away home, her Lane can be such a wonderful help. Magically, it gathers *other* gifts—the delicate linens, fluffy blankets, luxurious towels, exquisite lingerie that every bride dreams of owning.

And a Lane has such a unique way of protecting the treasures it holds. Trousseau linens, cherished woolen things, *everything* stays sweet-smelling and fresh. A Lane keeps them safe, too—from moths and dust—as no other storage method can.

Lane is the ONLY pressure-tested, aroma-tight cedar chest. Made of ¾-inch red cedar in accordance with U.S.Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

Many Lane Chests at...

$49.95*

Easy terms

LANE CEDAR CHESTS

ALSO MAKERS OF LANE TABLES

***$5.00 higher in the West due to higher freight costs. Slightly higher in Canada.**

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FOYER

Handsome 18th Century chest in rich mahogany. Patented—and so convenient—self-lifting tray. Model #2601—$59.95.*



BEDROOM

Streamlined modern in figured blond Avodire. Self-lifting tray. Aroma-tight like all Lane Chests. Model #2700—$69.95.*



LIVING ROOM

18th Century chest in glowing mahogany. Full-length drawer in base, simulated drawers above. Model #2221—$79.95.*



LIVING ROOM

Modern Console in blond oak. Interior drawer and adjustable shelves. A handsome piece for any room. Model #C-108—$99.95.*



LIVING ROOM

Unusual modern in blond oak. Secret drawer. Model #2852. Also White Fawn or Cordovan mahogany; or walnut. $79.95.*



BEDROOM

Streamlined modern in walnut and Paldao wood. Receding lid hinges, automatic tray. Model #2941—$59.95.* Lane Table, #297.



FOYER

Superb modern in blond oak. Lane's self-lifting tray. Model #2913. Also in walnut, #2949. Each, $49.95.* Lane Table, #247.



BEDROOM

Streamlined modern in walnut and Paldao wood. Lane's self-lifting tray. Model #2940—$49.95.* Lane Table, #296.

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A boy in a predicament . . .

In the weeks since he had been given Apache as a Christmas present, 13-year-old Donald Wayne Reed, who lives near Brockton, Mass., had made fast friends with his horse. Last month their friendship was put to its greatest test. Out on a ride, accompanied by the family dog, Apache—with Donald aboard—started racing toward the New Haven railroad tracks. As hard as Donald could pull on the reins, Apache ran faster. Just before they reached a trestle bridge over the Matfield River, Donald slipped out of his saddle to the ground—and an instant later his horse was stuck fast in the bridge, his body straddling the ties, his legs sticking out below. Donald crept out to him. Alone in his predicament, he put his arms around Apache to comfort him. Then he looked up, and there—it couldn't have been worse in the wildest western horse opera—on the tracks ahead was a train moving toward the trestle. Donald waved the train to a halt, but even when the policeman above showed up, the outlook was still bleak.

CONTINUED ON NEXT PAGE

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Advertisement



Dandruff on shoulders is excessive dandruff . . . a sign your scalp needs care.

DANDRUFF

Why it may be "the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE: Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

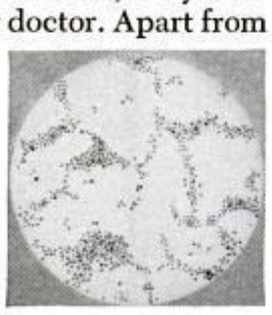
1. Dry white scales flake off your scalp, drop to your shoulders.

2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



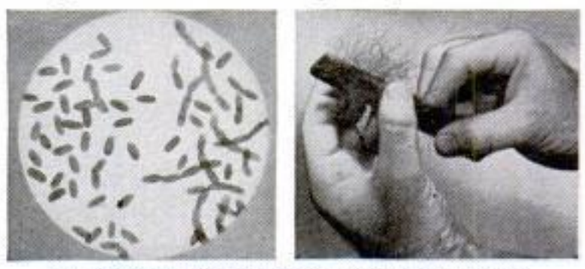
2nd STAGE: Bacilli shown may be present.

TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good shampoo on hand. **TONIGHT**, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more stubborn cases, repeat the Kreml-and-shampoo treatment again.



3rd STAGE: Bacilli shown may be present. Hair growth may be affected.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassez. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. And we recommend our Kreml Shampoo. See how quickly the Kreml Method makes your head *feel* better and *look* better!

Advertisement J. B. Williams Company

Boy in Predicament CONTINUED



Help from all sides

The superintendent of a nearby power plant, where Donald had gone to call for help, brought some planking onto trestle to give Apache a solid footing.



A try and a failure

Four times while the planks were being put down Apache tried to get up but failed. Once (*above*) he fell on his side, almost knocking Donald off the bridge.



The first firm footing

Half an hour after becoming entrapped, Apache, his saddle loosened, reared up once again, struggled for a moment and reached a firm footing on the planks.

CONTINUED ON PAGE 54

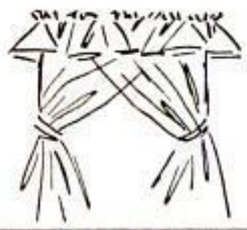
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EVERYTHING IRONS BETTER

WITH A ***Presto***

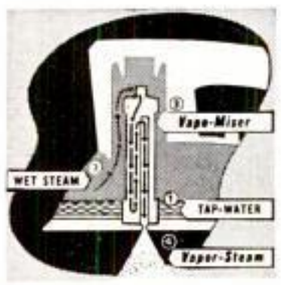
Vapor Steam Iron

UL

Guaranteed by Good Housekeeping

HERE'S WHY *Presto* IS THE EASIEST, FASTEST IRON OF ALL...

Vapo-Miser for Vaporized Steam
penetrates clear through fabrics, regardless of thickness, does not form drops; garments have a refreshed rather than laundered appearance.



Exclusive Heat Indicator Eliminates Guesswork
At your fingertips; easy to see—only Presto has it! Gives exact temperature for each fabric.



"Quick-Fill" Speedrain Uses Plain Tap Water
Oversized opening allows easy filling, fast draining. The Vapo-Miser makes it possible to use ordinary tap water instead of distilled water.



Weighs Only 3½ Lbs: Irons Either Direction
So light it balances on your little finger; rounded heel allows two-way ironing without wrinkling or lifting.



IRONS WITHOUT SPRINKLING! PRESSES WITHOUT PRESS CLOTHS!

You're through in half the time because "Vapo-Miser" conditions the fabric as you iron!

You'll hardly be able to believe your eyes! You'll place a blouse on your ironing board without sprinkling—or you'll start to press a wool suit without a press cloth—and Presto! With a single gliding stroke of your extra-light Vapor-Steam iron—wrinkles vanish! Temperature is automatically controlled for each fabric—and when you're through, you'll realize that you're not tired, that you haven't had to struggle with clothes too wet in spots or too dry. You'll agree, it's really fatigue-free ironing. Everything irons better—or your money back!

The secret of this faster, easier ironing is Presto's exclusive Vapo-Miser, which sends a uniform vapor-spray which penetrates clear through to give each fabric proper dampness. You may use your Presto as a dry iron, too. See it now at your favorite department, hardware or appliance store throughout the United States and Canada, only **$19.95**

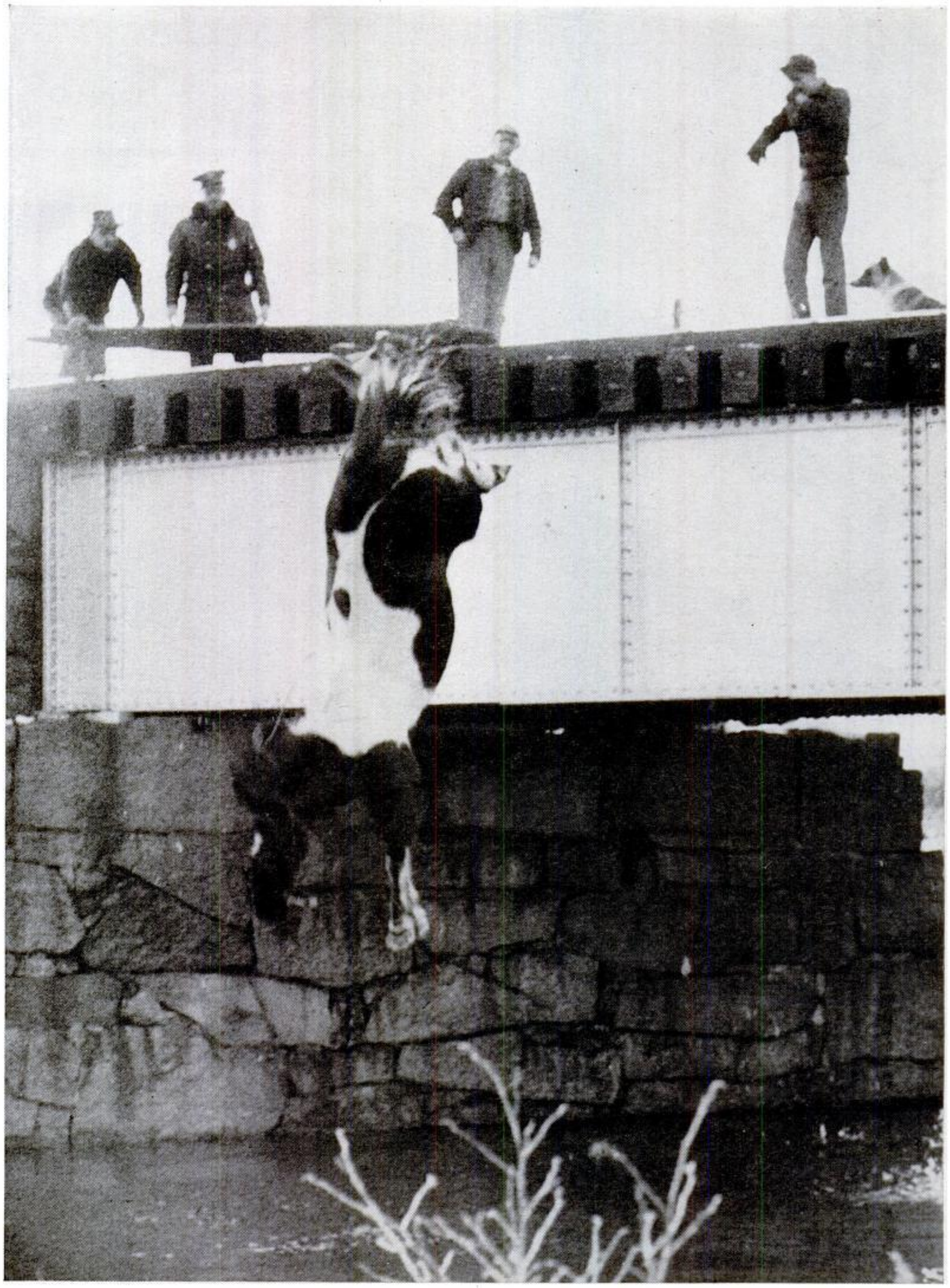
NATIONAL Presto AUTOMATIC Vapor-Steam Iron

NATIONAL PRESSURE COOKER COMPANY
EAU CLAIRE, WISCONSIN

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OVER 19 MILLION SATISFIED PRESTO USERS

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A finish with a flourish

Leaving his startled rescuers and his young master behind, Apache moved quickly to get far away from the bridge as fast as possible. Just as though he had been a trained circus performer of many years' experience, he dived head first into the icy 15-feet-deep waters of the Matfield River, 20 feet below.

Home, and a happy ending

A moment later Apache's head reappeared above the surface of the water and Donald ran down the steep bank to his side. For a moment everyone thought Apache had broken a leg and would have to be shot, but then he got up. Donald rode him the long mile home where he dried him briskly and blanketed him.



A LITTLE BIRD TOLD ME ABOUT A BETTER BLEND.



NEXT TIME SERVE KING —IT'S THE BLEND THAT TASTES THE BEST!



FOR SMOOTHER, MILDER, LIGHTER DRINKS STEP UP TO THE KING OF BLENDS!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

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He's a specialist in pleasant surprises

A jeweler is really a very lucky man. In the practice of his profession, he plays a guiding part in so many happy moments.

Think of the confidence you have in him. A new baby—and who helps to choose the silver cup? A long-dreamed-of promotion—and who helps pick out the traditional fine Swiss watch?

Who advises lovers about the ring? Who helps the girls at the high school with their class pins? The same man who knows what most kids want for graduation (a really good Swiss watch), what Dad wants for his birthday and Mother for her anniversary.

He's the man who's responsible for so many pleasant surprises in *your* life. He's your trusted jeweler.

No matter how large or small his store, he's unique among the friendly merchants of your town—with his very special training, knowledge and ability. And he's truly a friend of the family. He *should* be, because the family needs him. Only an expert jeweler is qualified to counsel you when you shop for your most cherished gifts.

That's why we—makers of the finest watches in the world for over 250 years—can give you no better advice than this: "*For the gifts you'll give with pride, let your jeweler be your guide.*"

The WATCHMAKERS OF SWITZERLAND

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VinylTile: Green PT15, Yellow PT02; Congowall: Ivy W117, Yellow W14; VinylTop 3002

Wish you owned a kitchen floor that was a dream to clean? Just wait till you lay **Gold Seal VinylTile!**—the new inlaid plastic tile that outwears, outperforms a like thickness of any other kind of floor covering. Grease doesn't harm it, abrasives won't hurt it, spills wipe up in a jiffy. Never needs waxing for protection against wear, though a now-and-then coat gives it lasting mirror-brilliance. Add VinylTop (same material) to your counters and Congowall to your walls . . . and you'll own one of the world's most practical kitchens! The Gold Seal VinylTile for a 9′ x 10½′ kitchen floor area costs only about $31.

ANY WALL
(plaster or wallboard)

ANY FLOOR
(wood or concrete)



Fashion-Floor tile: Red C1, White C2, Blue C3

Wondering what to do about the rough floor that's now in your expansion attic? Put down inexpensive Gold Seal Nairnboard or ¼″ plywood and lay **Gold Seal Linoleum Tile** right over it. It's inlaid—color goes all the way to the backing. It's quiet, comfortable underfoot. Note how the striations of the "Fashion-Floor" design draw your eyes across the room, make it look bigger. Gold Seal Linoleum Tile for a 9′ x 10½′ floor area costs only about $28.



Veltone tile: Black F59, Gray F09, Yellow F76

Mad at scuffed-up wood floors that require costly refinishing? Cover them with **Gold Seal Linoleum Tile**—the flexible, resilient, inlaid tile that "gives" with the normal contraction and expansion of wood floors. And when you lay Gold Seal tile yourself, you save as much as 1/3! The rich "Veltone" marbleization is distinctly superior in design . . . literally hides footmarks. The Gold Seal Linoleum Tile for a 9′ x 10½′ floor area costs only about $28.

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VinylTile: Blue PT07, White PT08; Congowall: Vine W121

Fed up with walls that are neither pretty nor practical? Join the more-than-4,000,000 who've put up **Gold Seal Congowall®** all by themselves. Patented backing locks it into place. Its gleaming enamel surface stays fresh and sparkling with the swish of a damp cloth. Shown here in the dramatic "Vine" design, Congowall offers you a choice of 32 patterns. And Gold Seal Congowall is economical, too—costs only about $8 for 6 feet of floor-to-ceiling wall space.

can be done by ANYBODY

(following simple instructions)



Asphalt tile: Blue MD233, Beige MD220, Tan MC136

Got a basement that needs a "face-lifting"? **Gold Seal Asphalt Tile** is the modern basement "beautifier." Working with 9" x 9" tiles, you can make up your own designs—lay out game areas or combine any grouping from 23 different colors. The Gold Seal Asphalt Tiles, in striking colors like the ones shown here, cost only about $19 for a 9′ x 10½′ basement area.

with

GOLD SEAL®

FLOORS AND WALLS



All Gold Seal products carry the famous money-back guarantee of satisfaction.

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A return engagement from New Orleans!

LADY BORDEN

PRALINE PECAN



Lady Borden... Borden's finest... and the finest of all ice creams

Here's a gay and festive ice cream, rich with buttered pecans and the flavor of pralines, those wonderful sugar-nut candies from New Orleans.

Look for Praline Pecan in the round Burgundy carton, like vanilla, chocolate, strawberry—and all the other luscious Lady Borden flavors.



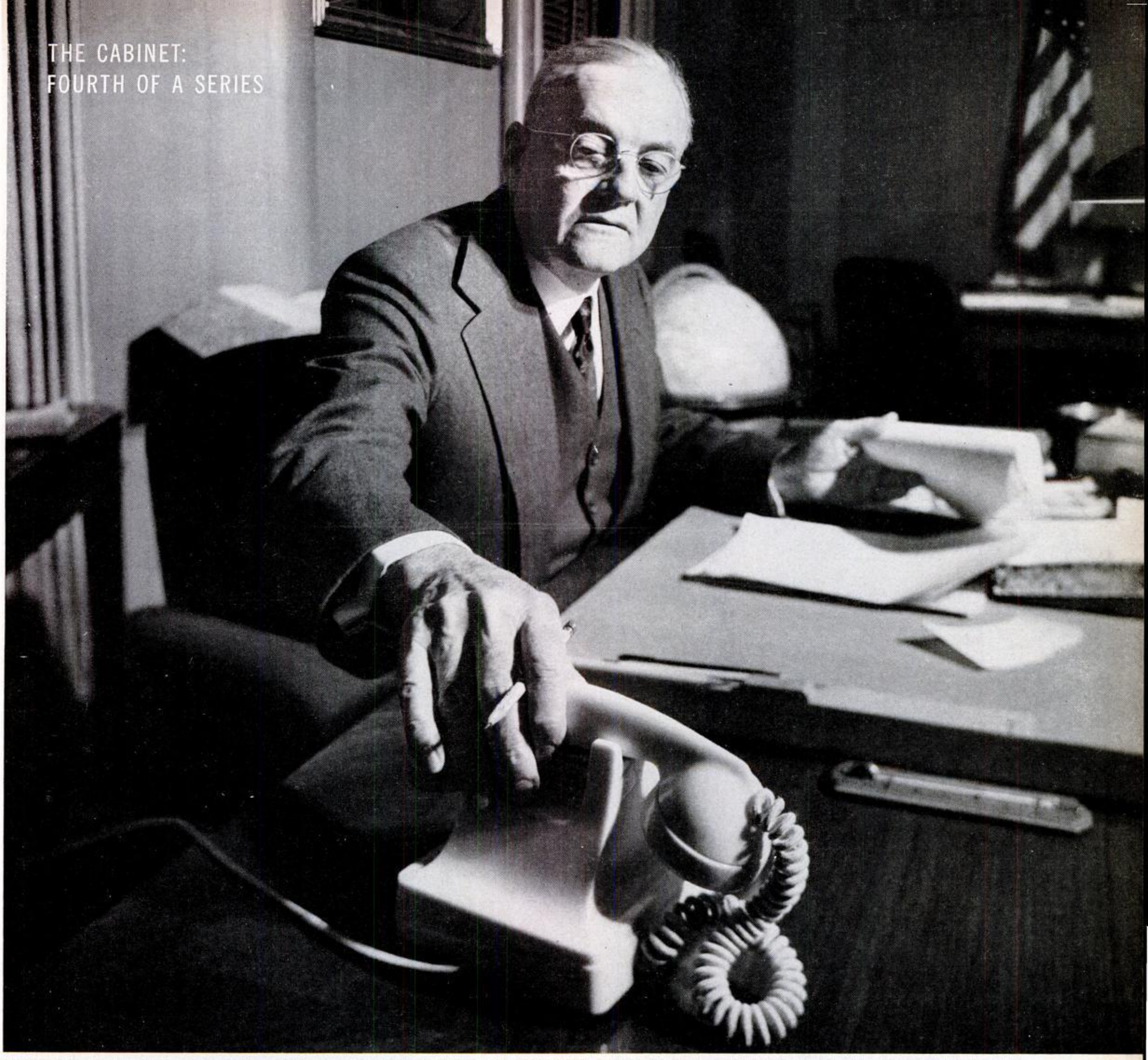
All aboard! All a-Borden's! Get Lady Borden Ice Cream on Elsie's Good Food Line!

Borden foods must be good—folks buy more food packages carrying the Borden brand name than any other in the world.

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THE CABINET:
FOURTH OF A SERIES



THE 52ND SECRETARY OF STATE REACHES FOR PHONE TO WHITE HOUSE. THERMOMETER KEEPS TAB ON OFFICE WHICH ANTEROOMS MAKE HARD TO HEAT

SECRETARY OF STATE

JOHN FOSTER DULLES

NUMBER ONE CABINET MAN WAS TRAINED—ALMOST BORN—TO THE JOB

Before Ike announced his appointments, there was intense speculation as to who would be named for each and every Cabinet post—with a lone exception. This exception was the Secretaryship of State which almost everybody took for granted would be given—as it was—to John Foster Dulles. Besides having been in line for the job for years, Dulles seems by heredity and training to have been almost custom tailored for this highest Cabinet post. He will need all his accumulated skill, for perhaps never has the future of the republic been so hitched to the success or failure of a single executive department as today with State.

Mr. Dulles' grandfather and uncle were Secretaries of State under Presidents Benjamin Harrison and Wilson. In 1907, at 19, John Foster launched his own international career as secretary to the Chinese delegation to the second Hague conference. His whole life since has been framed by the word "international." As one of the nation's highest paid lawyers he dealt in international cases, including the celebrated Krueger match case. As a churchman he has participated in many international religious conferences. As a government servant he has performed numerous international tasks, including the monumental Japanese peace treaty. But notably, as a Republican, he was one of the first of his party to gauge the long road the nation has come as a responsible international power since the first days of the republic when a total of six personnel including the Secretary was all that was necessary for the conduct of foreign affairs.

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Enjoy carefree outdoor days...
***VACATIONS UNLIMITED** among friendly, new people*



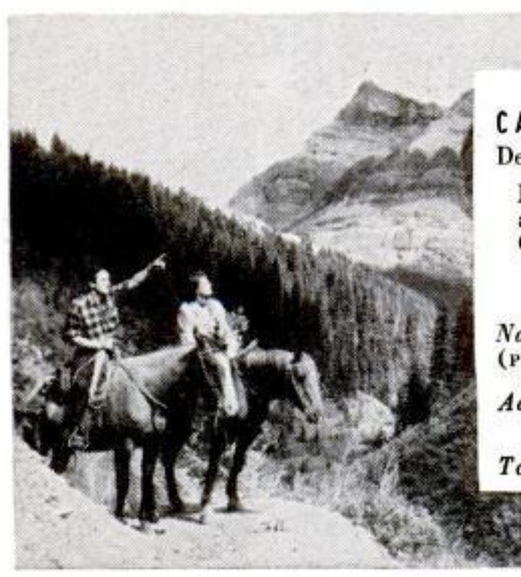
FUN-PLANNING is never a problem in this land so rich in holiday highlights. Pick a playground that fits your mood and your purse. Enjoy easy-going days in refreshing lakelands and National Parks, skyline tours through majestic mountainlands, tangy, sea-breeze trips along "picture" coastlines. Swim, sail, ride, fish, go hiking in glorious, next-to-Nature country!

SIGHTSEEING, shopping and camera-shooting in "foreign" cities fill many an interesting hour. See historic landmarks. Collect "different" handicrafts.

PLAYLAND-EXPLORING is comfortable on Canada's modern highways. Stop off for golf or woodland picnics along the way. See your travel or transportation agent soon; send the coupon now.







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CANADIAN GOVERNMENT TRAVEL BUREAU

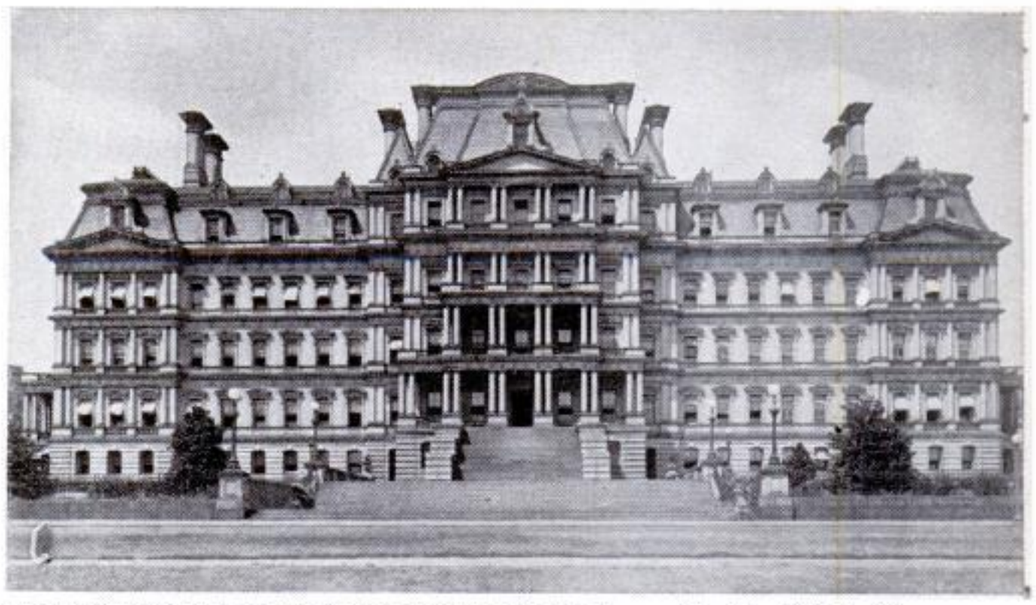
Department of Resources and Development, Ottawa, Canada

Please send your 48-page, full colour book on vacation attractions in all parts of Canada ☐. Tell me where Canadian travel films are available in the U.S.A. ☐
Check ✓ as required.

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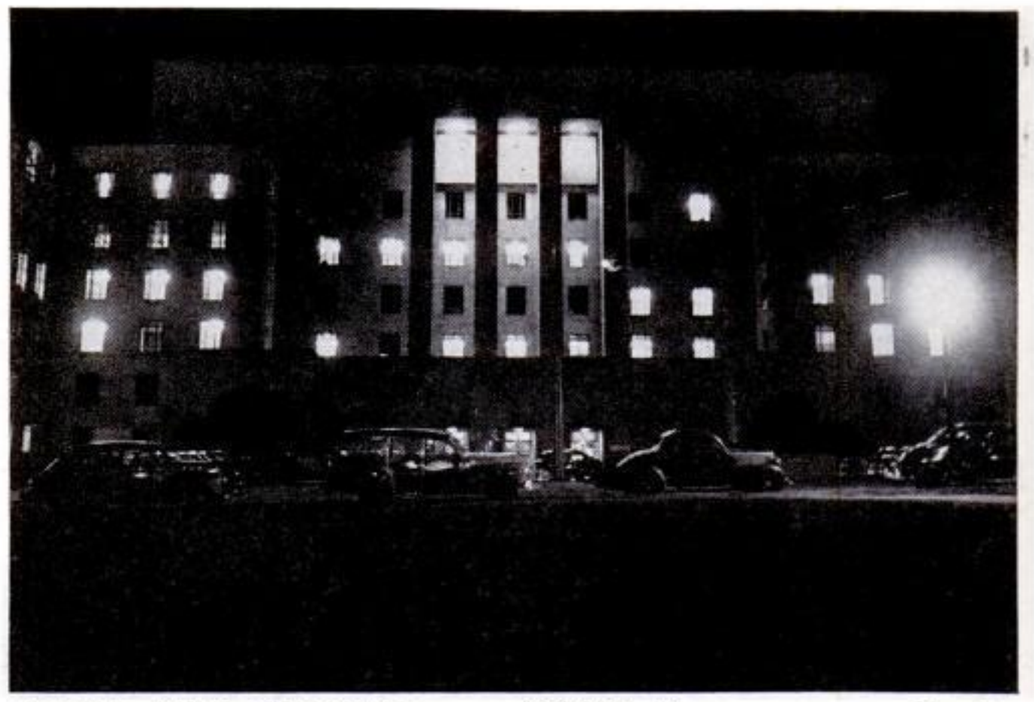
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MONSTROUS OLD STATE BUILDING opposite the White House now houses Budget Bureau, White House advisers, President's press conferences.



6 P.M. HUDDLE brings Special Assistant Roderic O'Connor and Legal Adviser Herman Phleger into the Secretary's office.



SIMPLE NEW BUILDING, one of 32 Washington structures housing State, was meant for War Department, which outgrew it and built Pentagon.

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De Luxe:
specially
elegant . . .
uncommon.
WEBSTER

HIRAM WALKER
SINCE 1858

Walker's De Luxe
Straight BOURBON Whiskey
Distilled by Hiram Walker & Sons Inc.
Peoria, Illinois

90.4 Proof

Walker's De Luxe *is a straight Bourbon whiskey, elegant in taste, uncommonly good—a Hiram Walker whiskey. May we suggest it for you and your friends?*

Hiram Walker & Sons Inc., Peoria, Ill.

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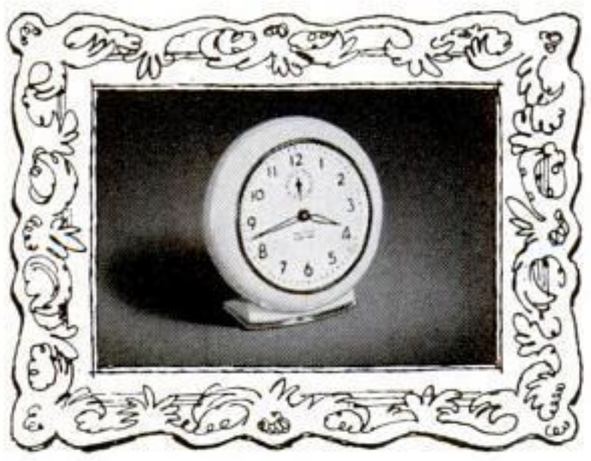
BIG BEN



...famed head of a famous family!



Born way back in 1910, Big Ben has grown to be head of the world-famous Westclox family of spring-driven and electric clocks, sturdy wrist and pocket watches—each with its own name and personality. Big Ben Loud Alarm, up-to-the-minute, as always, has a friendly, reassuring tick you can hear: a deep, intermittent "fire alarm" call. And he's as reliable as the day is long. $5.55. With luminous dial, $6.60.



And here's his popular little brother

BABY BEN Spring-Driven Alarm—has a quiet tick and a steady, cheerful call—which you may adjust to loud or soft. Black or ivory finish, $5.55. Luminous dial, $6.60.

Prices do not include tax and are subject to change.

WESTCLOX

PRODUCTS OF GT GENERAL TIME CORPORATION



NUMBER 3 MAN in State, Donold B. Lourie, begins newly created job of Undersecretary for Administration.



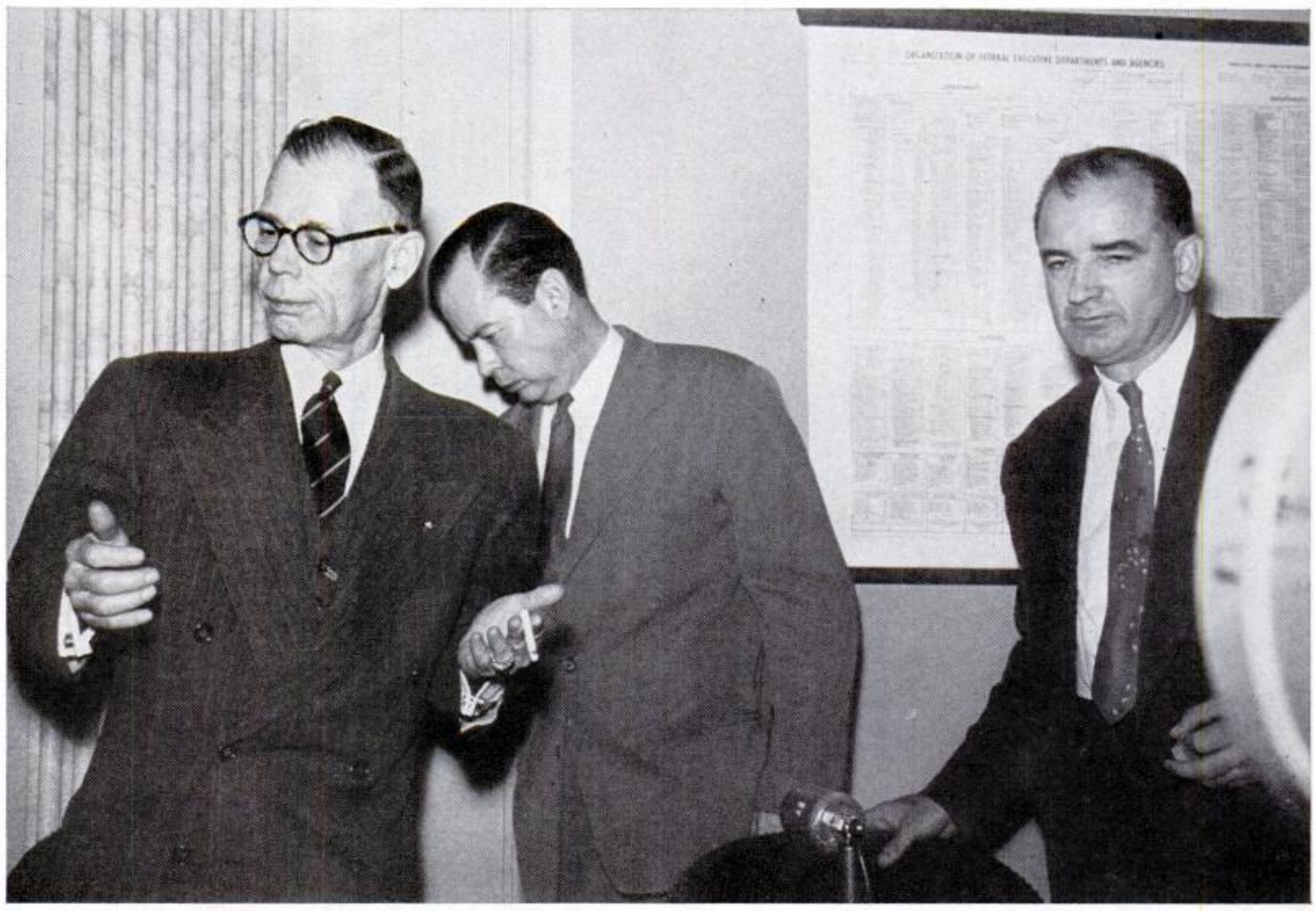
ASSISTANT SECRETARY for Public Affairs, Carl McCardle, is ex-newspaperman and longtime Dulles friend.

STATESMEN, SAMARITANS—NOW SALESMEN

From "Foggy Bottom," the cleared swamp supporting the main State Department building (*p. 60*), Dulles directs an organization which has grown to 10,806 domestic employes and 20,719 in the foreign service. Overseas the careermen continue State's ancient chores of negotiating treaties, helping U.S. businessmen, issuing visas, bailing out U.S. citizens who get involved with local constabularies and recording the births of U.S. infants born abroad.

But with the coming of the cold war new urgencies and new tasks have been added. One of these is in the area of propaganda, which was once a dirty word. Today, to spread U.S. propaganda, State maintains 196 information centers and 34 binational cultural centers in 64 nations and over the controversial Voice of America beams in 46 languages to the earth's far corners. It is the cold war's urgency that has outdated the striped-pants diplomat. Today State also means a young girl from Charleston feeding pamphlets about the U.S. to the citizens of Baghdad.

With the same cold war in mind Dulles has moved fast to inject a new "aggressive psychology" into U.S. foreign affairs. His prodding of the French for delays in implementing the European Defense Community, which critics first called heavy-handed, now appears to have been both adroit and effective. But at home State's chiefs faced another enormously complicated—if inherited—problem: how to revitalize the almost battle-shocked morale of department personnel, make certain there's loyalty among all hands and still handle the onslaughts of Senator Joe McCarthy which apparently have only just begun.



DOMESTIC PROBLEM is handled by Undersecretary Bedell Smith (*left*), who, at insistence of Senator McCarthy (*right*), revokes order which allowed State's employes to refuse to talk to investigators for McCarthy's committee.

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At Last! An astonishing, simple new way to pick perfect color...style... design for your home

Speedily... Easily... Comfortably... **from hundreds of wallpapers all grouped by background colors...all guaranteed to be right when on your walls**

UNITED WALLPAPERS **Nancy Warren WALLPAPERS**

this new easy-to-shop display available only at dealers with these superb brands



Color!



Grouped by background colors . . . tabbed and indexed . . . just flip to the one you want.

Style!



Decorator's check-chart with every pattern . . . fresh fashion slants on where and how to use it.

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Every single paper carries a guarantee of satisfaction . . . even after it's on your walls.

Now, a complete panorama of the freshest, newest decorator styles ALL IN ONE easy-to-shop Decorating Center! No heavy books to tire you. No time lost looking through papers you don't want. No confusion. Complete assurance that you have seen everything that's new, appropriate and beautiful for your home.

Here, in the most modern sense of "self-service," is the up-to-the-minute way to give your home the beauty, the charm, that only wallpaper brings. Only wallpaper can give you the triple decorator magic of COLOR, STYLE, DESIGN so much in today's fashion spotlight. And now with the simple "color selector" you can match any fabric, create your cherished color scheme in minutes!

YOU CAN'T GO WRONG!

Both United Wallpapers and Nancy Warren Wallpapers are GUARANTEED washable and fadeproof. And BOTH have the exclusive HAPPINESS GUARANTEE: new wallpaper of like cost free if you are not completely happy with your selection *even after it is on your wall.*

Don't delay! Visit your dealer with the beautiful United Wallpapers and Nancy Warren Wallpapers now, and—with this amazing new way to choose them—give *your* home the loveliness only wallpaper can bring!



Attention, Retailers!

Thousands of women over the nation are cheering this great relief from the confusion of old-fashioned wallpaper selecting. You can expand your business by showing the beautiful United and Nancy Warren Wallpapers this dramatic new way. Write Dept.DL153, Merchandise Mart, Chicago 54, Illinois.

Leading Stores join United Wallpaper to bring you this New Easy Way to Choose Wallpaper.

Products of

UNITED WALLPAPER INC.

World's Largest Manufacturers

Merchandise Mart, Chicago 12

United Wallpaper, Inc., Dept. CL-153
Merchandise Mart Plaza, Chicago 54, Illinois

If your dealer does not yet have this superb new Decorating Center—due to the big demand—send coupon for the name of the store nearest you where it is available.

Name_____

Address_____

City_____ Zone____ State_____

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MORE FREEDOM FOR HOUSEWIVES

SHORT CUT CLEANING BY WESTINGHOUSE

New Cleaner Performs Over 100 Household Jobs

Designed around the idea that a vacuum cleaner should offer a short cut to every cleaning and dusting problem in the average home, a new Westinghouse model that removes nap-cutting grit, picks up hairs off the living room rug and banishes dust from Venetian blinds was getting a lot of attention from work-conscious U. S. housewives this week.

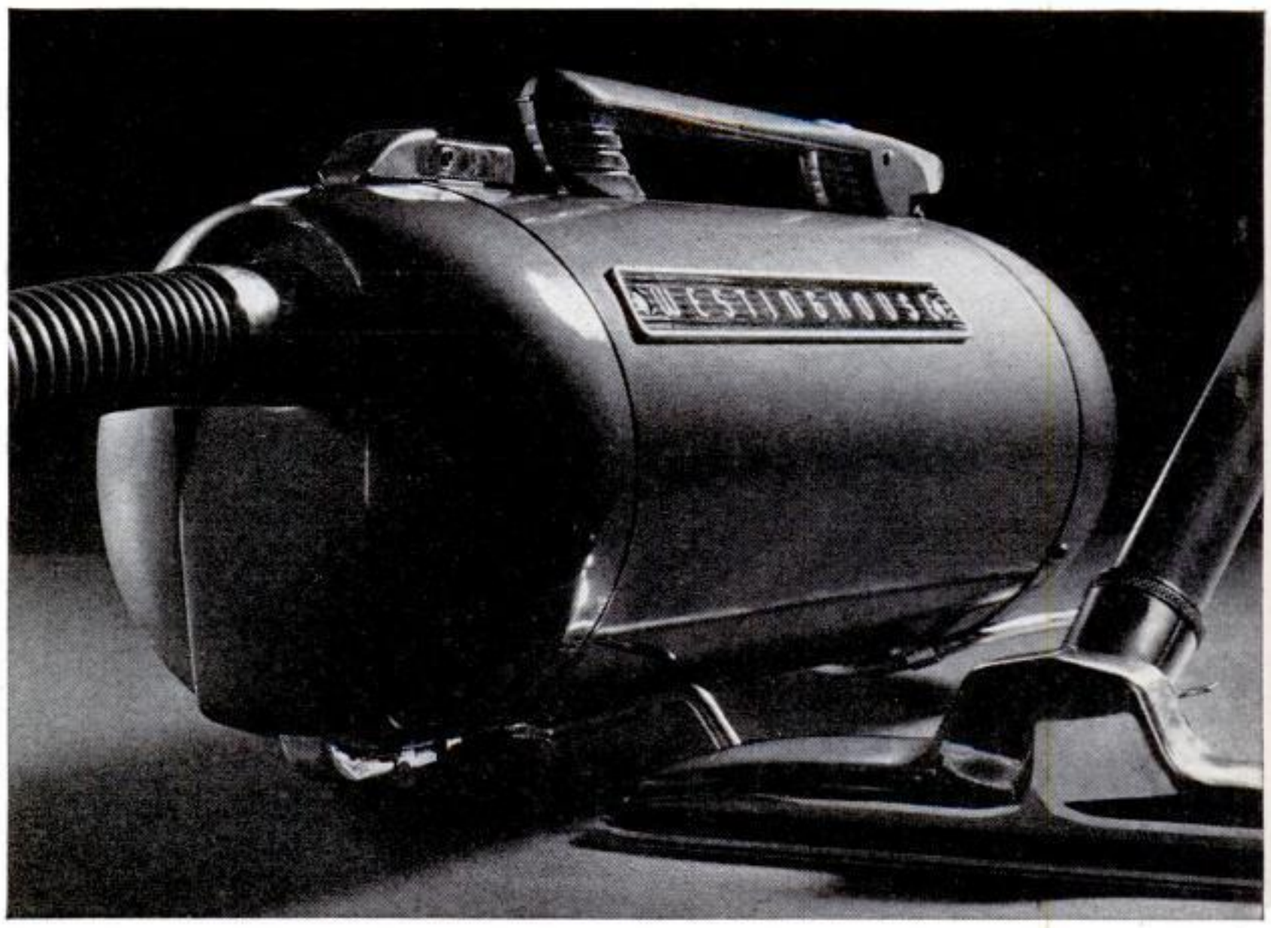
"Short Cut Cleaning" is accomplished, says Westinghouse, by way of extra cleaning power obtained through a skillful blending of air flow and suction, plus a versatile group of cleaning tools which reach into every nook and cranny in every room in the house.

Vacuum cleaner suction is required to loosen embedded dirt, says Westinghouse. Air flow, accomplished through the exclusive design of the nozzle, is used to whisk away this loosened dirt and scoop up surface litter. Westinghouse engineers, at Springfield, Mass., laboratories, say the new cleaner combines maximum suction and air flow, which they have carefully balanced in order to provide the best cleaning efficiency.

As proof of Westinghouse's extra power, stores which sell the new cleaner are duplicating a dramatic test Betty Furness is now staging on Westinghouse STUDIO ONE. The test consists of spreading two pounds of lead shot on a square yard of carpet, then whisking it up with the cleaner in less than 30 seconds. The 2 lbs. of shot, it is explained, is the equivalent of a year's accumulation of dirt in a square yard of carpet.

Convenience and versatility provided by the 12-piece set of cleaning tools play the other important role in "Short Cut Cleaning". Light, strong aluminum tubes, the non-kinking hose and all of the cleaning nozzles are attached with a flick of the finger. Patented Westinghouse "Latch-Locks" hold them tightly in place. And once in place, these tools do over 100 cleaning and dusting jobs—jobs which the housewife must perform at least once a week via carpet sweeper, dustcloth and liberal applications of elbow grease. Price of the new cleaner (Model T-6) and set of attachments is only $89.95 at Westinghouse dealers.

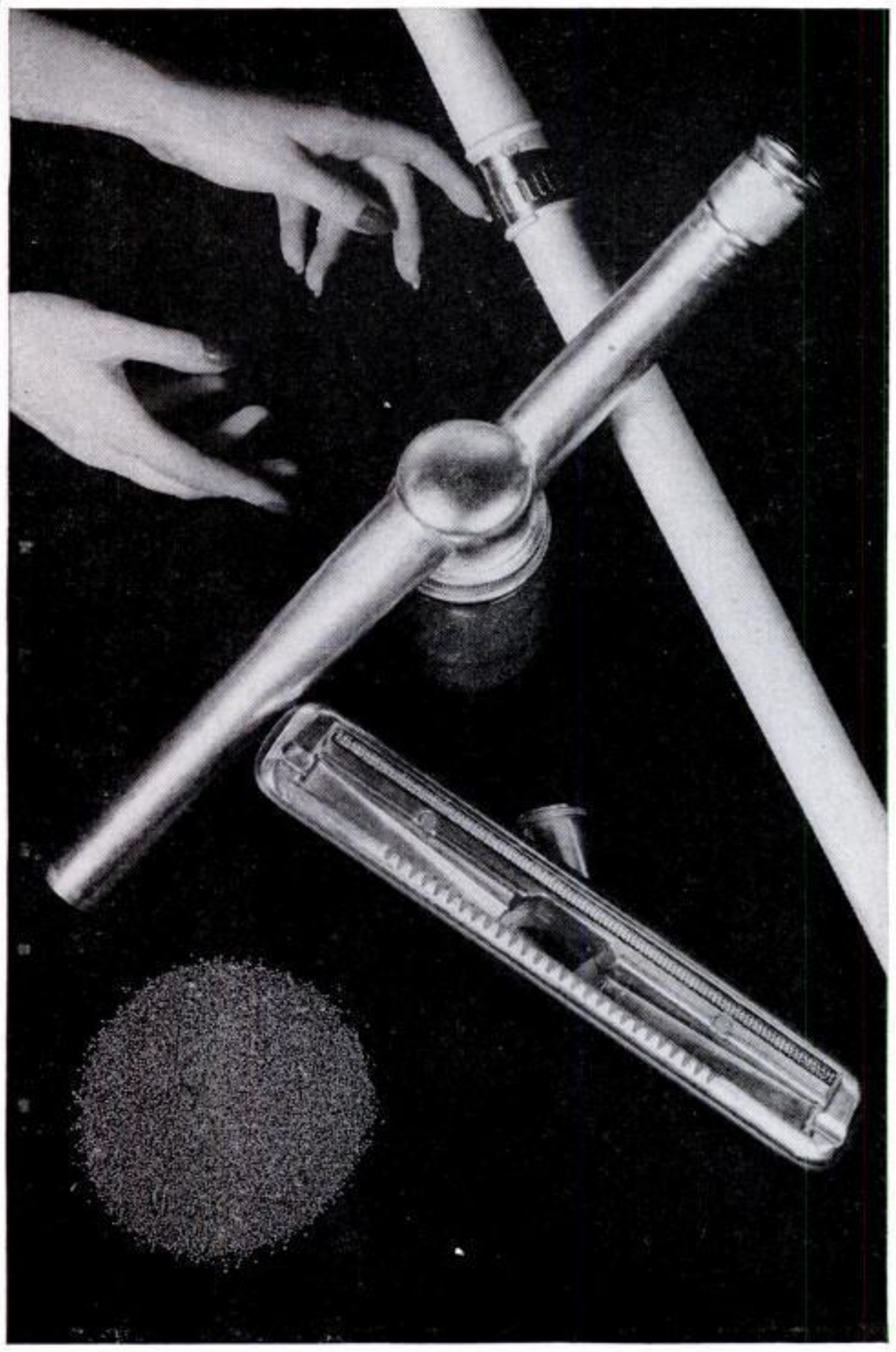
Westinghouse Electric Corporation, Electric Appliance Div., Mansfield, Ohio.



TV'S STAR SALESLADY BETTY FURNESS demonstrates Short Cut Cleaning by Westinghouse. Cleaning draperies is one of more than 100 household jobs the new Westinghouse Vacuum Cleaner performs faster and better. Besides appearing weekly on Westinghouse STUDIO ONE, she now has her own CBS daytime television show, "Meet Betty Furness".

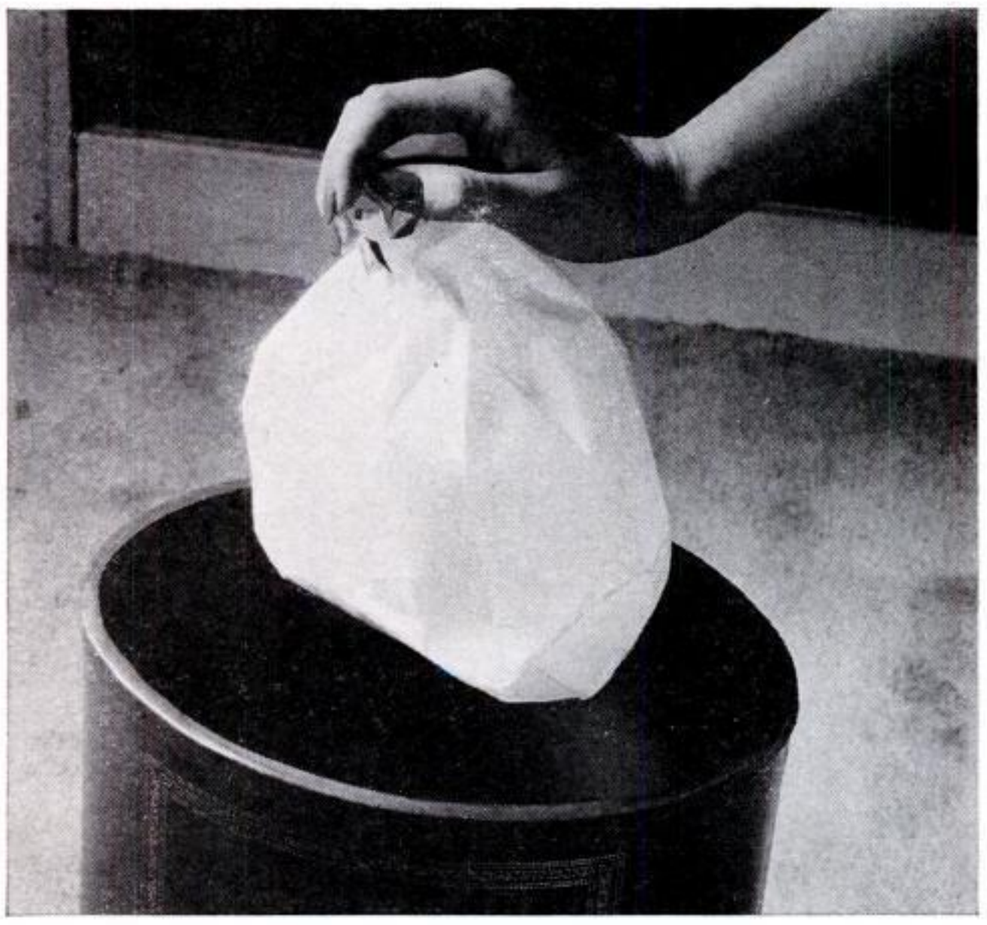
SMART, COMPACT DESIGN is the work of Raoul Lambert, well-known industrial designer. The cleaner, as modern as a rocket, is finished in a beautiful coral color. Cleaner glides from room to room on sled-like runners. Cleans entire floor of an average home from a single electrical outlet without lifting. Price of cleaner and attachments is surprisingly low . . . $89.95 at Westinghouse dealers throughout the country.

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EXTRA POWER FOR EVERY JOB is dramatized by using the elements (shown above) of the Betty Furness "Proof Test." Thousands of Westinghouse dealers throughout the country are duplicating this test which consists of spreading two pounds of lead shot on a square yard of carpet. The lead shot (representing one year's accumulation of dirt per square yard of carpet) is picked up with the new cleaner and trapped in the jar in less than 30 seconds.

Westinghouse also makes a complete line of upright cleaners, hand vacs and floor polishers.

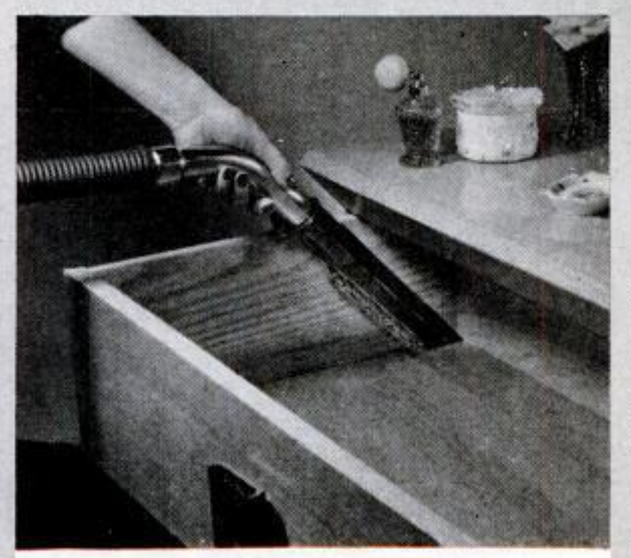


HANDS NEVER TOUCH DIRT with the famous Westinghouse Toss-Away® Bag. New improved design with cardboard rim makes it possible to change bag in a matter of seconds. Air is triple-filtered through disposable bag, cloth bag and micro-fiber filter before being returned to room . . . no germ-carrying dust can escape.

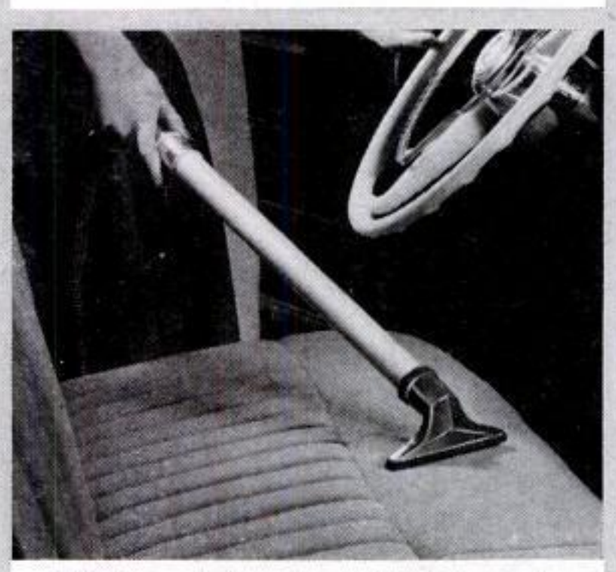
SOME SHORT CUTS TO CLEANING



Cleans right up to the baseboard, gets under low furniture and enables the housewife to clean hard-to-reach corners.



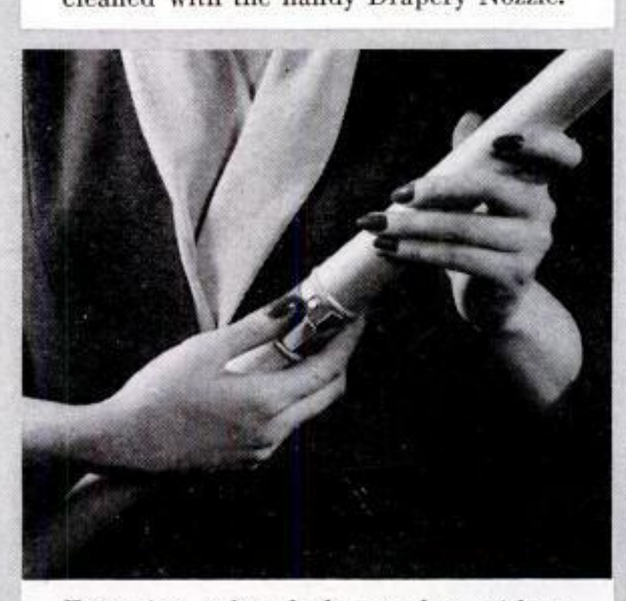
Westinghouse Crevice Nozzle with the attached brush cleans radiators, registers, around and in-between cushions.



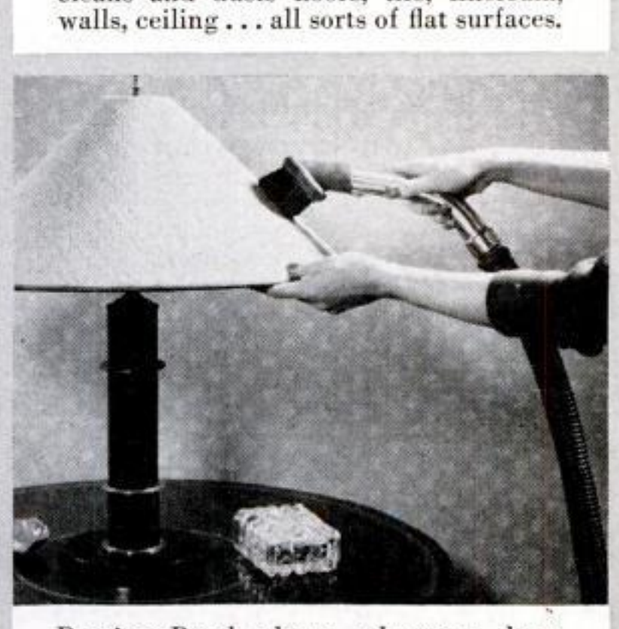
Upholstered furniture, blankets, mattresses, pillows, are quickly and easily cleaned with the handy Drapery Nozzle.



Westinghouse Floor and Wall Brush cleans and dusts floors, tile, linoleum, walls, ceiling . . . all sorts of flat surfaces.



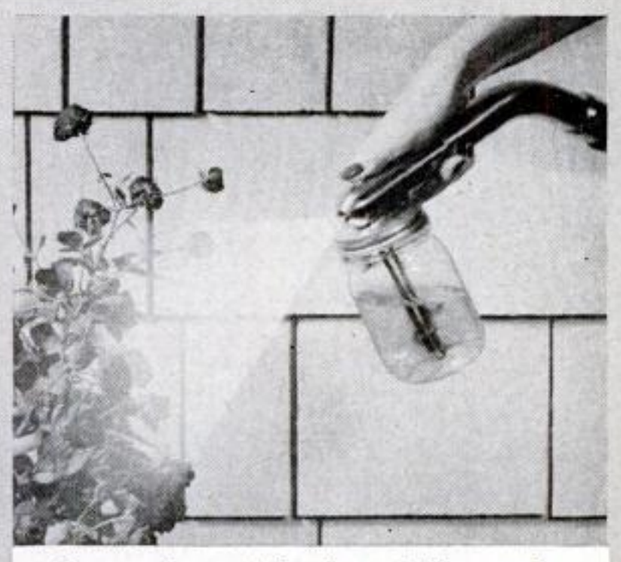
Extension tubes lock together with a twist of the fingers. New "Latch-Locks" prevent the tubes from ever pulling apart.



Dusting Brush cleans ash trays, dusts tables, lamp shades, Venetian blinds, moldings, bookcases, and window sills.



Prevent moth damage in your expensive upholstered chairs, furs, clothing and woolens with the Demothing attachment.



Sprayer is used for insecticides, moth-proofing fluids, painting and liquid wax. Adjustment screw regulates intensity.

YOU CAN BE SURE...IF IT'S Westinghouse

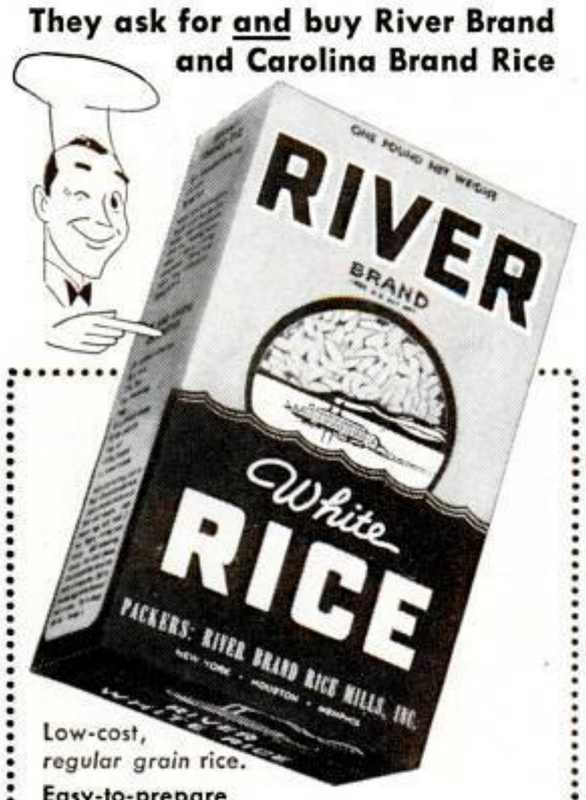
***NEW!* A Quiz Show that's different "Freedom Rings," twice weekly, on CBS-TV**

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GREAT COOKS KNOW...

There's a great difference in RICE!

They ask for and buy River Brand and Carolina Brand Rice



Low-cost, *regular grain* rice.

Easy-to-prepare recipes on every package.

WHAT'S SO DIFFERENT? First of all, the taste! All the succulent goodness of nature is in River Brand and Carolina Brand Rice. *Nothing* has been done to steal their traditional flavor and nourishment. Grown and prepared by experts in our own Sunny South—only the finest grains are chosen.

SO QUICK AND EASY TO COOK, TOO! There's no rice that's easier to prepare. Both of these delicious brands cook plenty fast for those last minute dinners. And they're so economical! You don't have to pay for high-priced specialties to enjoy the best rice.

AND THAT'S NOT ALL! River Brand and Carolina Brand Rice give eye appeal to the simplest recipe. See for yourself how every grain is fluffier, whiter than any you've ever tried.

USE THE BEST! Always serve either *regular grain* River Brand or *extra long grain* Carolina Brand Rice—they are *naturally* better.

The delicious *long grain* rice you've been hearing about.
Fast cooking, too!



For a new taste treat full of vitamins and nutrients—try River Brand *Natural* Brown Rice.

RIVER BRAND RICE MILLS, INC.
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SEQUEL

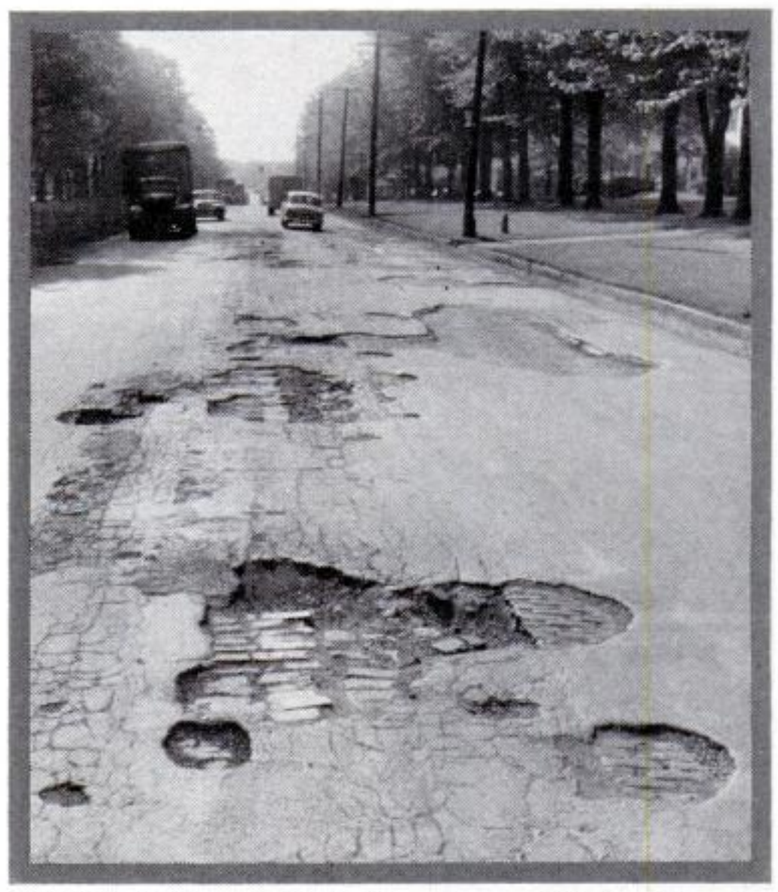
THE WORST MAIN STREET IS REPAIRED

Ohio town finally gets some action on improvement planned 20 months ago

Two years ago the problem of what to do with the worst Main Street in the U.S. seemed settled (LIFE, June 4, 1951). The town council of Bellevue, Ohio (pop. 7,000) had finally decided to permit the state to widen and resurface its pock-marked, traffic-clogged Main Street, even though it meant the destruction of old shade trees lining the thoroughfare.

But angry Main Street residents, trying to save their property and the trees, waged a long delaying action. First they insisted on a referendum which was held six months later and upheld the change. Then by fighting condemnation proceedings they put off work for many months more. After that construction was postponed because of steel shortages. Last summer, the thoroughfare, which is on a cross-state highway, did have its chuckholes patched over by the state, but only after Mayor Homer Crecelius had threatened to close it to traffic.

Now, with all the legal and supply problems solved at last, work is under way on Bellevue's permanent renovation. Last month, as workmen cut down Main Street's trees and tore up its lawns, the mayor proudly announced, "it was a hard fight, but we won!"



IN 1951 Bellevue's Main Street was riddled with axle-breaking holes which banged up trucks and automobiles.



IN 1953 same section of the street is widened. Workmen topple old trees so that the thoroughfare can accommodate heavy traffic. Temporary surface, provided last summer to cover holes, will be replaced by permanent concrete.

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Enjoy *today's* most pleasing cigarette with this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.

Hat by Mr. John



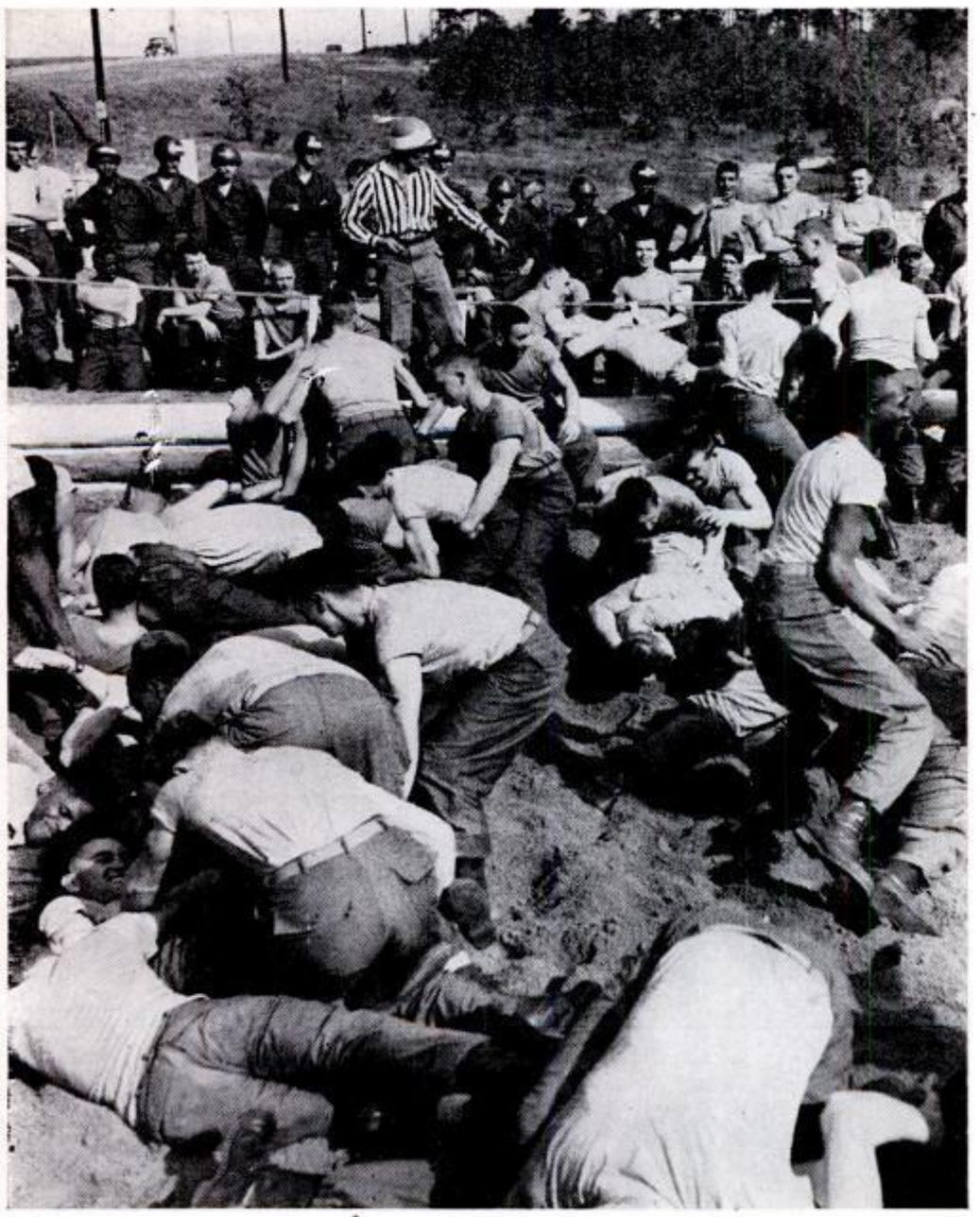
If you want a Treat instead of a Treatment...remember...

OLD GOLD *treats you right*

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YELLING AND SWINGING THEIR ARMS, MEMBERS OF THE ORANGE AND GREEN TEAMS PLUNGE ENTHUSIASTICALLY INTO FREE-FOR-ALL IN THE STRUGGLE PIT

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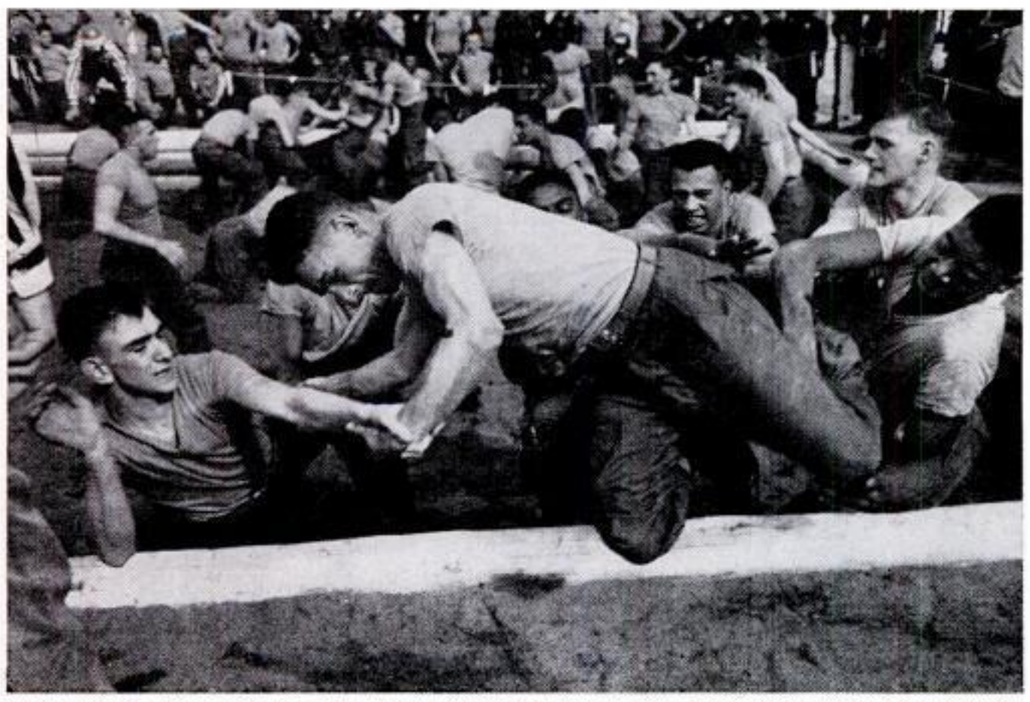


GIs WRITHE AND WRESTLE AS A REFEREE (STRIPED SHIRT) WATCHES

THE STRUGGLE PIT

Signal Corps works out cure for mamas' boys

The U.S. Army has tried in various ways to act on Wellington's concept that the Battle of Waterloo was won on the playing fields of Eton. But perhaps nowhere has it given the duke's immortal premise a more elastic application than it is doing now at Camp Gordon, Ga., in a hole in the ground called the "struggle pit." Thirty feet square by three and a half deep, the pit is designed to help make the Signal Corps' basic trainees willing and confident to "engage and close with the enemy." Two teams of up to 50 GIs, wearing different colors, line up on either side and rush at each other. Excepting only kicking, gouging, fists and torture holds, the GIs are allowed whatever is required to eject their opponents from the pit. At a cost only of bloody noses, lacerated lips, bruises, Charley horses, head konks, limps and a rare hospitalization, the pit has been enormously successful. "Right away," says the lieutenant in charge, "it gets rid of a lot of mamas' boys complexes."



GANG OF FIERCE-FACED "ORANGES" SENDS A "GREEN" FLYING FROM PIT

CONTINUED ON NEXT PAGE

How to set Irish eyes a'smilin'



The wearin' o' the green, 'tis true,
Today seems somewhat tinged with blue.



But look! Our company begins
To wear their customary grins.



All guests feel honored when you serve
The cordials closest friends deserve.

•

Serve Hiram Walker's—that's the way
To celebrate St. Patrick's Day!

Creme de Menthe *by* Hiram Walker

Such deep mint flavor could come only from the tender tiny leaves of the finest mint. The cool, delicious refreshment of Hiram Walker's Creme de Menthe makes a grand finale to a grand dinner.



60 proof

**To honor guests
bring out the best-serve**

HIRAM WALKER'S
CORDIALS

A taste variety of 18 distinctive Cordials

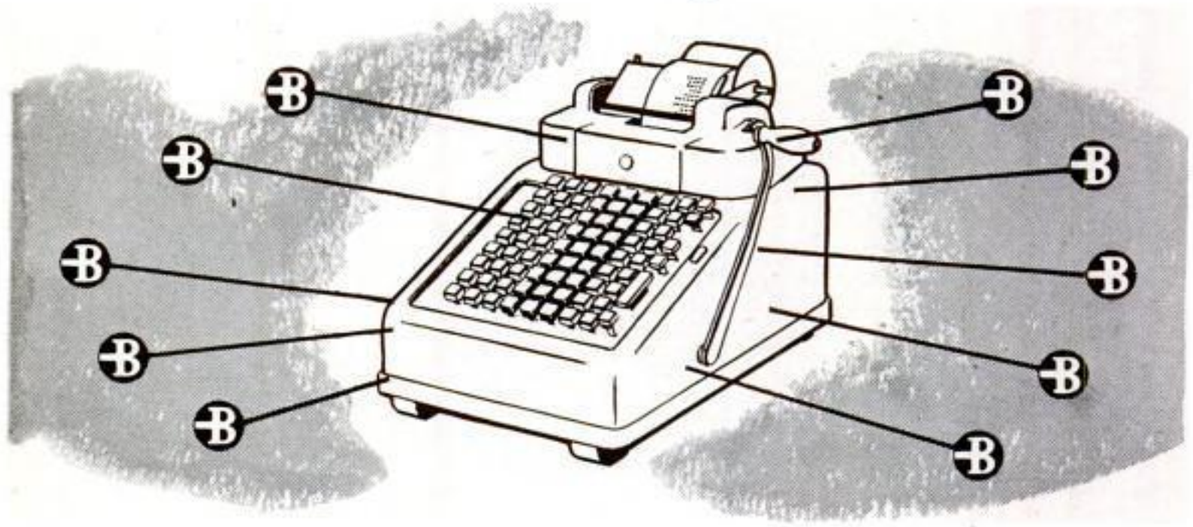


60 proof 70 proof 60 proof
Hiram Walker & Sons Inc., Peoria, Illinois

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Check these

Burroughs **extras**



with the Burroughs dealer near you...



These advantages—combined only in a Burroughs—make Burroughs your best buy in adding machines.

- ✔ *Subtraction as fast as addition*
- ✔ *Total or sub-total with only one key stroke*
- ✔ *Zeros print automatically—save 30% of figuring time*
- ✔ *Listings and totals always visible*
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- ✔ *Keys and motor bar can be depressed simultaneously for extra speed*
- ✔ *Lifetime accuracy—proved by Burroughs' 67-year record of service to business*



You can *try these Burroughs features.* Ask for a demonstration at the Burroughs dealer or Burroughs branch office near you. Find out how you can save time, effort and money with the right Burroughs for your figuring. Burroughs Adding Machine Company, Detroit 32, Michigan.

WHEREVER THERE'S BUSINESS THERE'S

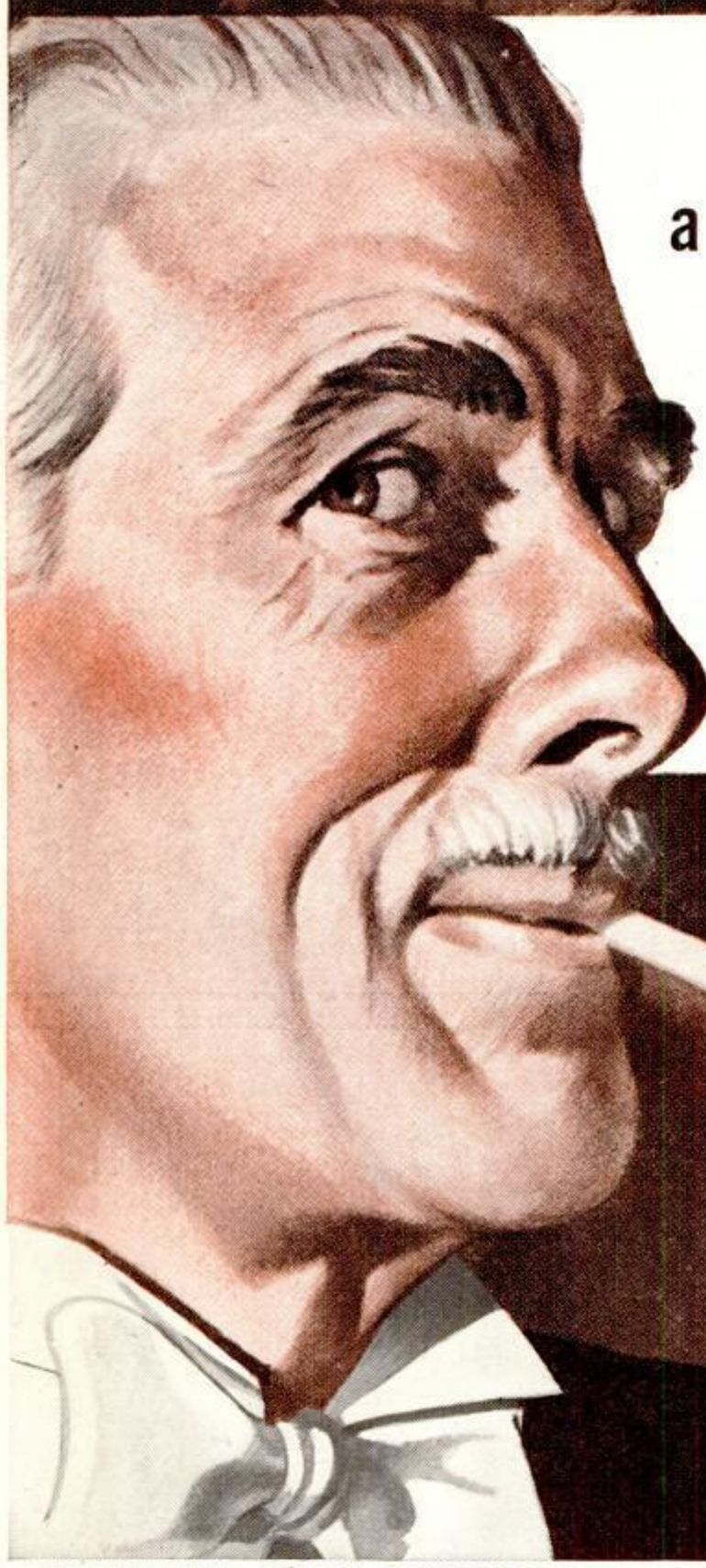
Burroughs



IN "POLE ORCHARD" Signal Corps trainees play catch with softball. Pole and telephone maintenance is part of Signal Corps work, and game atop 35-foot poles trains men to rely on their legs and belts, with hands free.

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NEW!...

a tested, perfected RONSON gas lighter with that twin sensation...the TWO-WAY FLAME!

You'll get a high-powered thrill out of this modern marvel! Why? Because the brilliant new Ronson gas lighter is as advanced in its way as a Sabrejet plane!

So slim, so trim... it fits your hand like a gold coin. Thousands of lights from each "throw-away" cartridge. You fuel it yourself, in seconds! Two-way flame: regular flame for cigarettes, "pin-point" flame for pipes. Just press, it's lit... release, it's out!

You give a thrill when you give one of these new Ronson gas lighters as a gift! Shown in action, Ronson Maximus pocket lighter, chromium plate, $12.50.

RONSON • Newark, N. J. • Toronto, Ont. • London, Eng.

TO GIVE AND TO GET, RONSON IS AMERICA'S FAVORITE LIGHTER, 4 TO 1



RONSON VICEROY. Table model. Chromium plate, genuine walnut. With two-way flame. $15.70.



RONSON VICTOR. Desk lighter in green or tan leather, 24K gold-tooled. Two-way flame. $15.70.



RONSON VIOLA. Floral porcelain, silver plate; rhodium plate fitment. 2-way flame. $15 plus tax.

TO AVOID IMITATIONS,
LOOK FOR THIS NAME ON THE LIGHTER

RONSON®

WORLD'S GREATEST LIGHTER

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Imagine!

NO DUST BAG TO SHAKE OUT—
NO PAPER BAG, SACK
OR PAN TO TAKE OUT!
NOTHING TO TAKE OUT—
NO DIRT TO HANDLE EVER!

Only Electrolux sells

the cleaner you never have to empty!

...it's automatic!

New Electrolux does automatically what other cleaners don't do at all!

Women everywhere are raving about the New Electrolux. It's the great new cleaner that's so automatic you'll have to see it to believe it!

It never has to be emptied! It's automatic!

There's nothing to clean out . . . no dust bag to shake out . . . no paper bag, sack or pan to take out. You touch no dirt . . . breathe no dirt . . . see no dirt!

Always gets the deep-down dirt! It's automatic!

The New Electrolux cleans better, too! Its suction power is so strong it picks up dirt deep down in the bottom of the rug. And because of its exclusive automatic feature, the New Electrolux keeps its suction—never loses its remarkable cleaning ability *no matter how much dirt you pick up!*

Cleans better ALL the time! It's automatic!

Any other cleaner needs to be emptied. If you forget to, it soon reaches the "lazy suction" point where it gets only surface dirt, and eventually not even that. But the New Automatic Electrolux never needs to be emptied. It can't get "lazy"—the automatic feature won't let it! So you never waste time just cleaning the tops of your rugs, or trying vainly to clean with a machine that's clogged up. The New Electrolux keeps cleaning efficiently and quietly *all* the time!

A complete home-cleaning service! It's automatic!

The New Electrolux makes all your home cleaning easier and more convenient, because all the cleaning tools can be with you all the time. *You can do all the rooms on one whole floor of the average home without ever having to change the plug.* And you can have a cord that stays out of your way because it unwinds and winds itself up . . . automatically!

For a free home demonstration of the New Electrolux (it's sold only that way by bonded Electrolux salesmen who sell no other machine) just phone your authorized Electrolux Factory Branch. Or call Western Union Operator 25 (no charge) for the name of your nearest Electrolux representative. Liberal terms.



Touch no dirt! Breathe no dirt! See no dirt!

New Electrolux®

The cleaner you never have to empty—it's automatic!

Made by the makers of America's largest selling cleaner

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Stole Strategy

VANESSA BROWN SHOWS OFF YEAR'S MOST POPULAR ACCESSORY

Season by season over the past few years the stole has been wrapping more and more shoulders until now, in dotted cotton or striped mink, it is the spring's most important accessory. But though worn widely, it is too often handled awkwardly. Even Broadway's Vanessa Brown, for her role in *The Seven Year Itch* (LIFE, Dec. 8), had to learn to handle a stole and here she shows how. Once donned, it should be forgotten. Instead of twiddling with its ends, Miss Brown drapes it loosely around her arms or ties it tightly around her neck and lets the ends float. By ignoring it, she retains control of the stole which otherwise becomes not a wardrobe addition but a nervous impediment.



YOUNG DANCE-GOER wears four yards of piqué (Emily Wetherby, $15) with cotton ball gown (Anne Fogarty, $35).

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Flexible...massages as it cleans! Dogs love it—for the *bath* too!

Get your dog this new

Pard CURRY-COMB BRUSH!



$1.00 VALUE
YOURS FOR ONLY
35¢
with the front panels from two canned Pard labels, or one red box top from the 2-lb. or 5-lb. carton of Swift's Pard Meal.

- Round-end bristles can't irritate skin . . . made of soft, flexible polyethylene
- Perfect scrub brush for bath (it floats!). Hottest water won't harm it
- Unbreakable, flexible—"gives" with your hand
- Bristles and all are molded as one solid piece. You can't even *pull* them apart!

So soft, so soothing . . . yet combs out snarls and tangles better than any scratchy wire-type or stiff bristle brush you've ever used!





He'll love to be cleaned, massaged, *and bathed* with this brand-new kind of brush. And you'll be amazed how easy it is to handle, how smoothly (in spite of its softness and pliability) it removes snarls and dead hair, how brilliant and sleek it keeps his coat when you use it often.



PARD . . . Tempt your dog with red, raw meat—he'll pass it up for Pard! Swift's PARD MEAL Here's the dog meal with flavor he can't resist!

CLIP THIS ORDER BLANK NOW!

Dog Brush, Dept. E, Box 6309, Chicago 77, Ill. *(Canada: Pard, Box 1572, Toronto, Ont.)*

Please send me:

☐ Pard Curry-Comb Dog Brushes @ 35¢ each. Enclosed are front panels from _____ canned Pard labels and _____ in coin or money order.

☐ Pard Curry-Comb Dog Brushes @ 35¢ each. Enclosed are _____ red box tops from 2-lb. or 5-lb. Swift's Pard Meal cartons and _____ in coin or money order.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

Make money orders payable to Swift & Company. Offer expires Sept. 30, 1953, or when supply is exhausted. Offer good only in U.S.A. and Canada. Void where prohibited, taxed or otherwise restricted. Allow three weeks for delivery.





SPORTS LOVER wears a striped wool muffler (Fenn-Feinstein, $6.50), and, says Miss Brown, "This can also be useful at ball games for choking an opposing rooter."

SUNDAY STROLLER in the same basic navy dress shown in top picture wears sophisticated checked wool stole (Symphony, $22.95) to change the effect for street wear.

CONTINUED ON PAGE 76

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New Formula "Scotch" Cellophane Tape
Sticks 6 times tighter!





HOLDS 8,000 TIMES ITS WEIGHT!

Revolutionary new fast-grab adhesive gives this tape amazing sticking power ...it seals, holds, mends *6 times better than ever before!*



NOW AT STORES EVERYWHERE!

This sensational new tape is now in stock in your favorite store. Ask for it, today! And the "Scotch" Brand Tape your dealer uses to seal your purchases is also made from this improved formula!

The finest cellophane tape we've ever made!

Insist on the cellophane tape that **STICKS 6 TIMES TIGHTER!**

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for a happy change to a lighter highball, cocktail or straight drink

Millions have changed to
CORONET
Very Special Quality
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STOLE STRATEGY CONTINUED



REGAL MINK worked in stripes (Ritter Bros.) is draped with conscious casualness. It costs $3,900 but, says star, is so sturdy it would never wear out.



AT-HOME ORGANZA over red pajamas (Clare Pott
5½ yards long, so hard to manage that star recomm

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7 Slimming Lunches

or

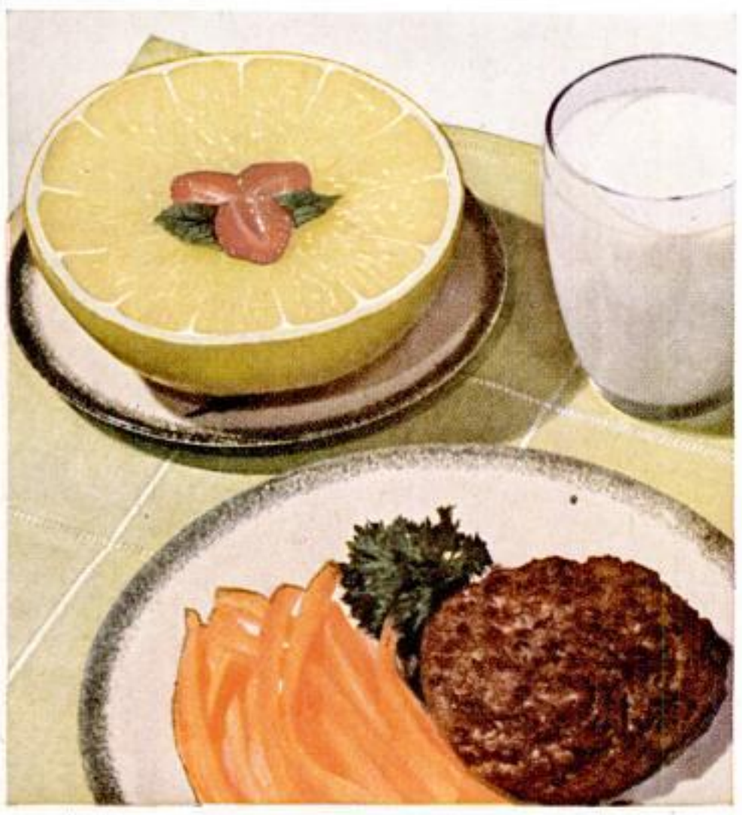
How to keep the little woman little



Sunday brunch—Diets *can* be delicious—when they star Florida grapefruit! ½ Florida grapefruit (broiled with 1 tsp. sugar, 1 tsp. butter), tall glass of Florida orange juice, two scrambled eggs, 1 slice toast, 1 tsp. butter, black coffee. *483 Calories.*



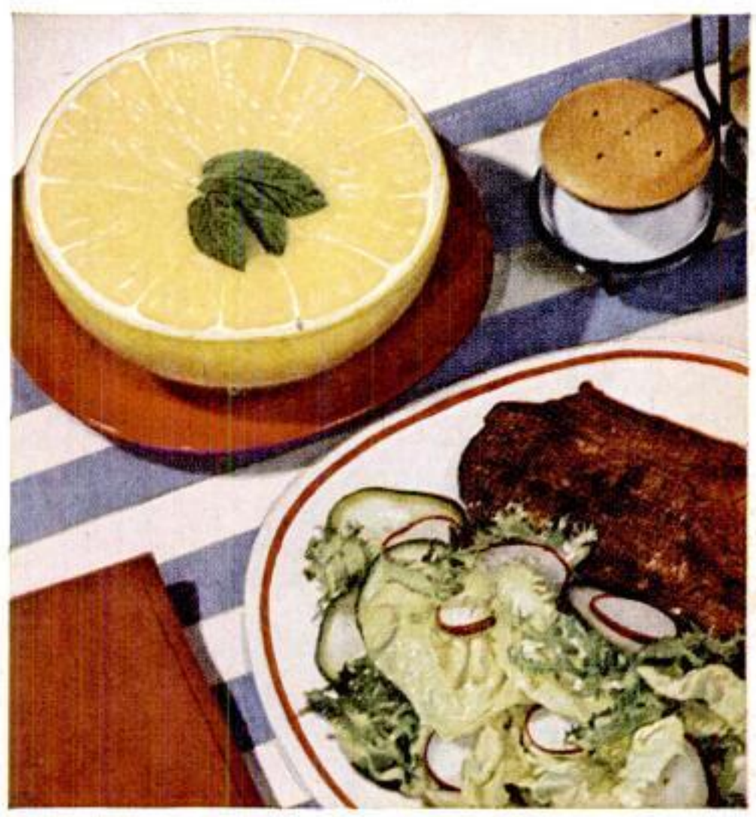
Monday—Try this *low-calorie* dressing: 4 tbs. Florida grapefruit juice, 1 tbs. salad oil, 1 tbs. catsup. Use 2 tbs. of it with Florida grapefruit sections and cottage cheese (½ cup) on salad greens. Melba toast (2 slices), tea without sugar. *320 Calories.*



Tuesday—Dieters and non-dieters *both* can enjoy grapefruit. Ask for *Florida* grapefruit when you shop. Their thin skins leave more room for juicy sections. Half a Florida grapefruit, grilled hamburger (3.5 ozs.), skim milk (6 ozs.), carrot strips. *342 Calories.*



Wednesday—Watch those vitamins! A tall glass of Florida grapefruit juice—canned or fresh-frozen concentrate—gives most folks their daily quota of vitamin C. Serve with sliced egg, asparagus (six 4″ stalks), salad greens, 1 orange for dessert. *348 Calories.*



Thursday—Between-meals snacks are frowned on—but Florida grapefruit halves or juice add little to calorie count, *lots* to energy. ½ Florida grapefruit, panbroiled liver (in 1 tsp. butter), green salad, low-calorie dressing (2 tbs.). *370 Calories.*



Friday—Tart-sweet Florida grapefruit flavor teams well with seafood—gives you the vitamin C you need *every day* because your body cannot store it up. Grapefruit and shrimp (10) on salad greens, 2 tbs. low-calorie dressing, toasted rusk, coffee. *315 Calories.*



Saturday—Keep canned Florida grapefruit sections and Citrus Salad (grapefruit and orange sections mixed) on your pantry shelf. Serve sections with a gelatin mold and low-calorie dressing (2 tbs.), two whole wheat crackers, buttermilk (6 ozs.). *338 Calories.*

TAKE A TIP from diet experts—make slimming meals *look* delicious and you won't be so tempted to "cheat" with rich, heavy foods.

Florida grapefruit not only looks enticing, but it's low in calories, rich in vitamin C, helps keep energy and resistance high.

So—here's to *less* of you—with *more* of those delicious Florida grapefruit dishes!

For free recipe booklet, showing over 60 delicious ways to serve Florida oranges and grapefruit, write Dept. 103, Florida Citrus Commission, Lakeland, Florida.

FLORIDA Grapefruit

The Bracer Fruit

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LANTERNS and slates in government-subsidized open-air night school set Indian villagers on path toward the national goal.

CHIMNEYS and furnaces of Tata steel works are a nucleus of the modern industrial society India is striving to achieve.

India Steps Forward

AN ANCIENT COUNTRY'S FIVE YEAR PLAN SETS OUT TO INDUSTRIALIZE A SOCIETY AND EDUCATE A PEOPLE

PHOTOGRAPHED FOR LIFE BY HOWARD SOCHUREK

Like generations of their ancestors, the villagers of Saptur in the south Indian state of Madras have always toiled away their days in the rice fields. But now when night comes they depart from the paths their fathers knew. Each with his lantern, they assemble on the clean sand of a dry river bed, set to work learning to read, write and do arithmetic. They are putting in double time to help effect an orderly revolution.

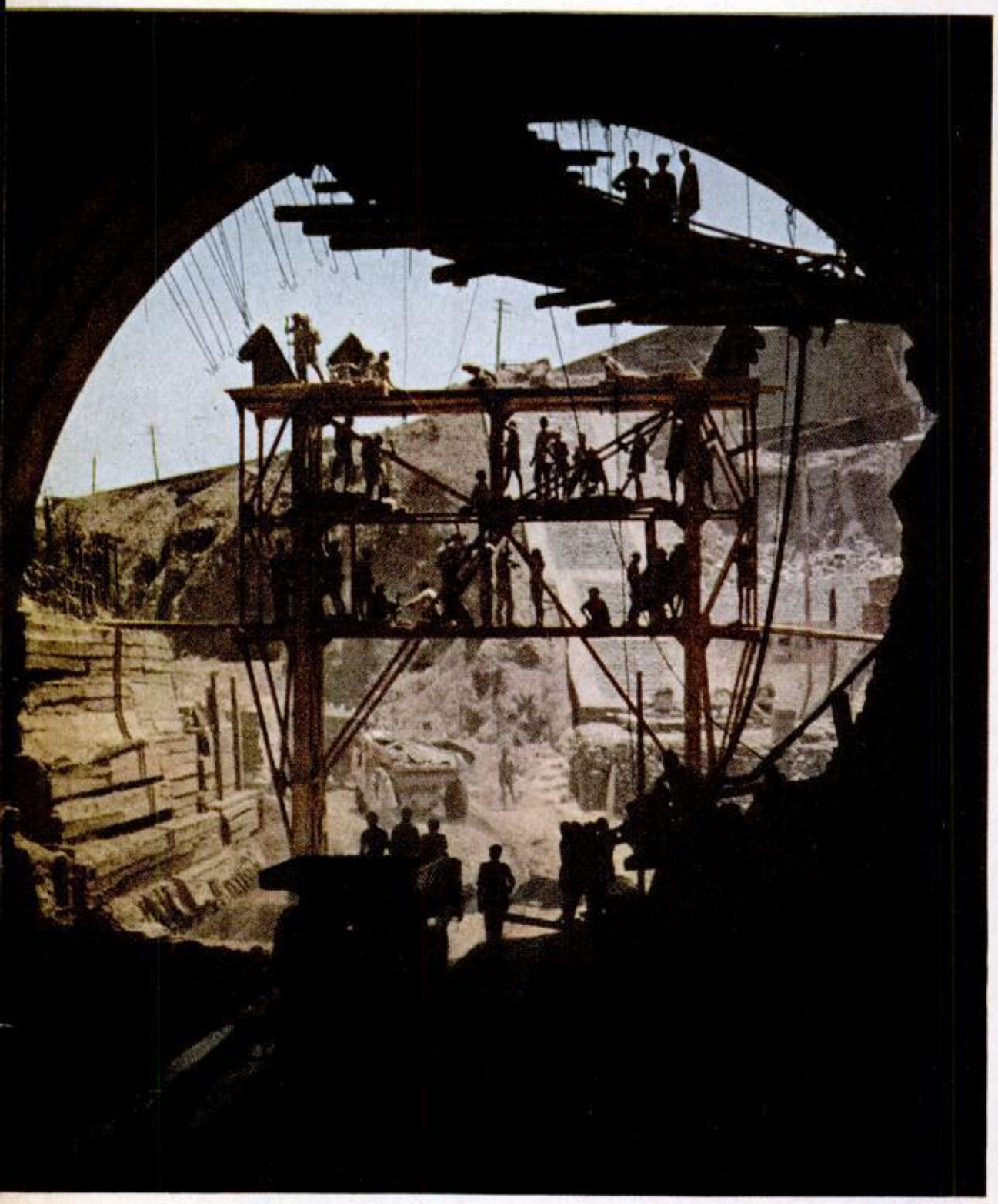
In this revolution they are seeking to reverse the cruel paradox once voiced by a U.S. ambassador, Chester Bowles: "India is not a poor country, but it is full of poor people." India is straining for new skills and tools to bring long overdue industrial and economic maturity to the ancient land. The effort to pull itself out of the past began with independence in 1947, but it was not until two years ago that it was formalized, and laid out on a huge scale, in a Five Year Plan. Immensely complex, the plan aims fundamentally at producing a food surplus by 1956, thus releasing foreign exchange of $500 million a year, spent on food imports, to build up a modern industrial complex. Because everything must be done at once where so much has remained so long undone, the plan embraces a bewildering array of simultaneous activities: gigantic river developments and heavy industry side by side with education of the illiterate, malaria control, jungle clearance and the teaching of crop rotation.

In conception the plan is Indian, and the Indian state and central governments have dedicated themselves to raising fully two thirds of its cost, estimated well above $4 billion. But substantial help is coming from outside, principally from the U.S. Loans and grants, including those from Point Four and the Ford Foundation, from U.N. agencies and from individual countries, will ultimately total around $1.4 billion.

If the plan fails, the Communists, who polled 4.5% of the vote last year, will have a dangerous political weapon in the general election which takes place shortly after the five years are up. Even if it succeeds there will be a long way to go before much of India's ancient landscape is dotted with such modern vistas as the Tata steel plant (*above*). But success will at least set India on the road to industrial equality with other nations and improve its chance of remaining what it is today—the largest non-Communist nation in the world and still democracy's best hope in Asia.

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OPENING A TUNNEL, earth movers clear rock from the 60-foot Bhakra Dam diversion bore, while workmen put up scaffold to apply tunnel's concrete liner.

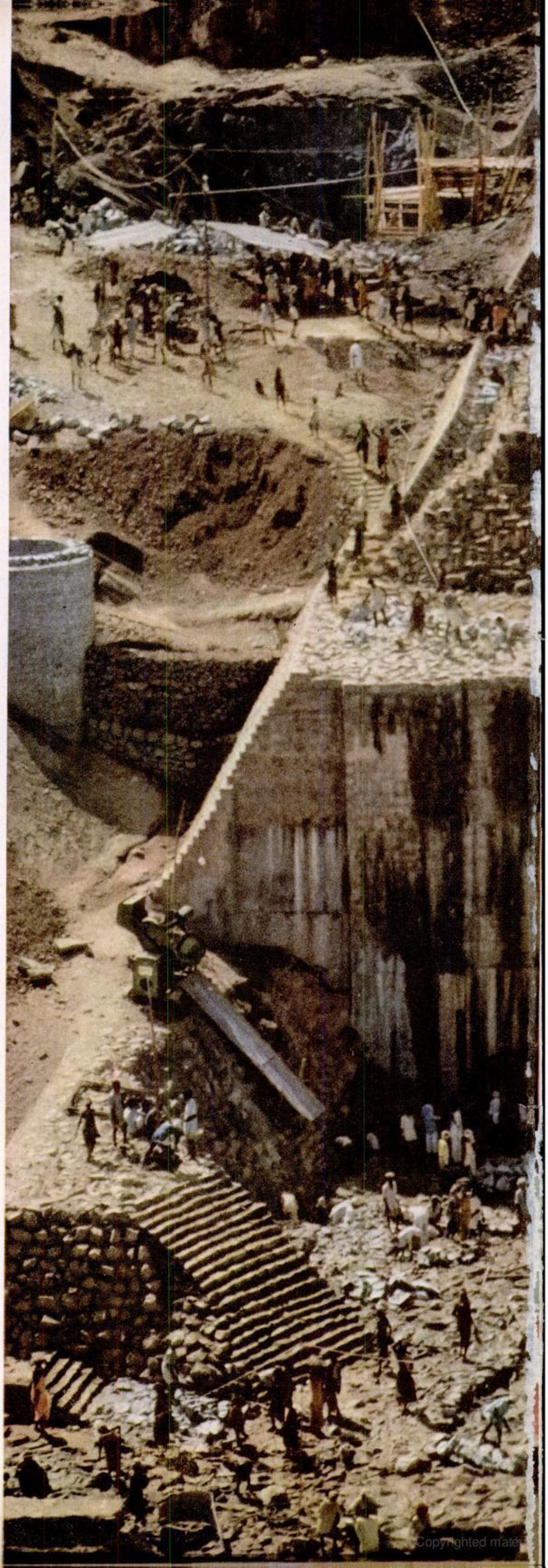
DAMS AND MACHINES TAP ITS RESOURCES

India has plenty of natural resources, and one of the mightiest is hydroelectric power. But water, springing from the wild monsoons which spill as much as 500 inches of rain in four months and leave the country a desert the rest of the year, can be more curse than blessing. In undertakings rivaling the monsoons in scale, India is working to dam and store her untamed water and convert it into useful energy.

At Bhakra in the foothills of the Himalayas, $162 million is being spent on an American-engineered concrete dam 680 feet high, second in height only to the Hoover Dam. Bhakra, begun in 1946, will be in partial operation when the Five Year Plan ends, irrigating 1,360,000 acres. When completed in 1960, the dam will produce 1.2 million kilowatts, almost as much as the country's entire present supply of power. On the border between Madras and Hyderabad, India is building Tungabhadra Dam by using the primitive skills of massed manpower. Thousands of laborers are fitting together, stone by stone, a granite dam a mile and a half long which will be irrigating 700,000 acres by 1957.

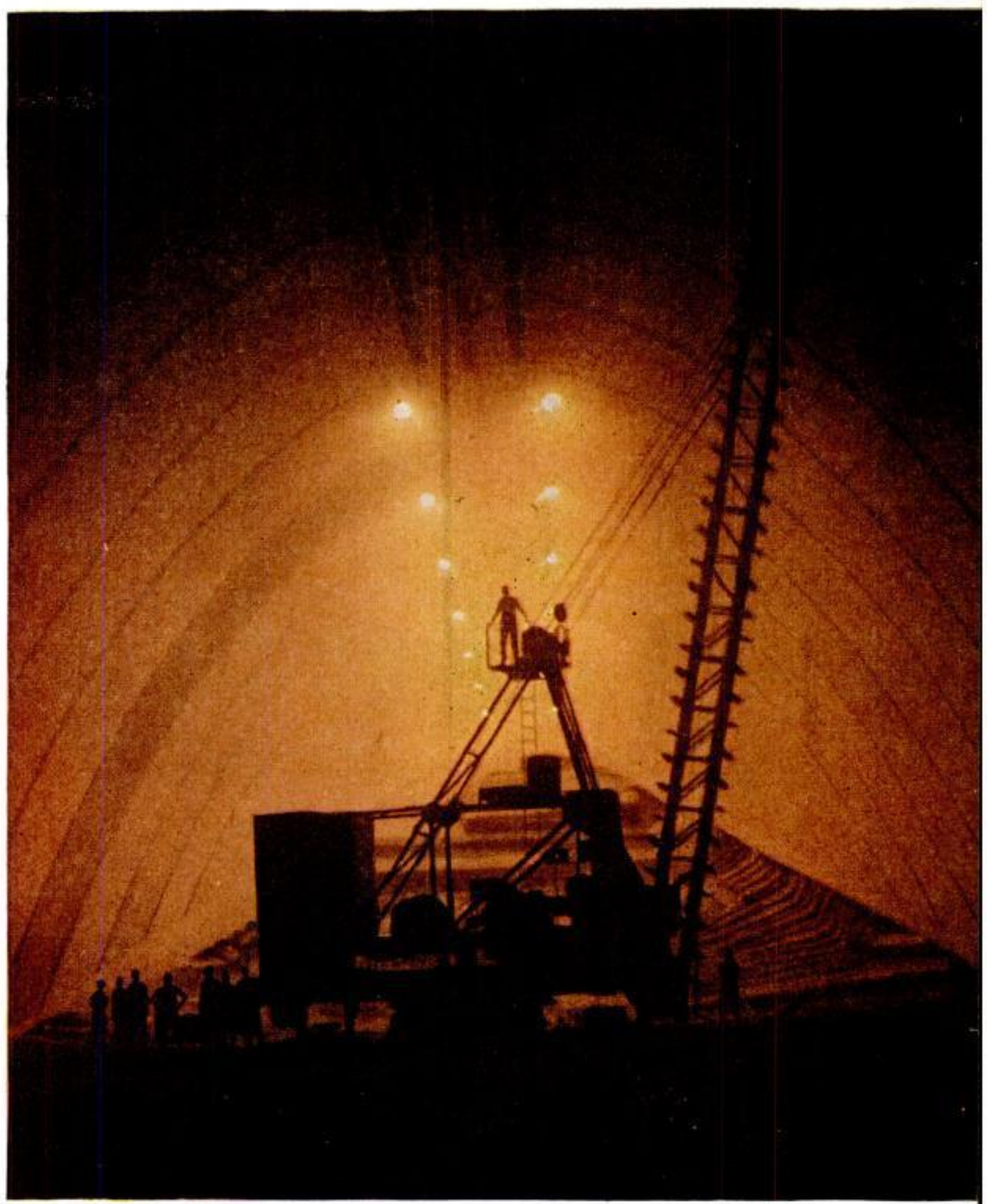
Indian industry is expanding to absorb the vast new power potential. Tata, already one of the world's largest self-contained steel and iron plants, is increasing its production by 25%. At Sindri in Bihar State, a new $48 million plant has been built by the government to exploit the country's rich resources of coal and gypsum in the production of ammonium sulfate. Sindri is already producing 1,000 tons a day of chemical fertilizer, desperately needed to boost India's agricultural production.

BUILDING A DAM, workers hand-carry mortar and granite blocks, weighing as much as 200 pounds, on Tungabhadra. It has taken six years to build this much. →

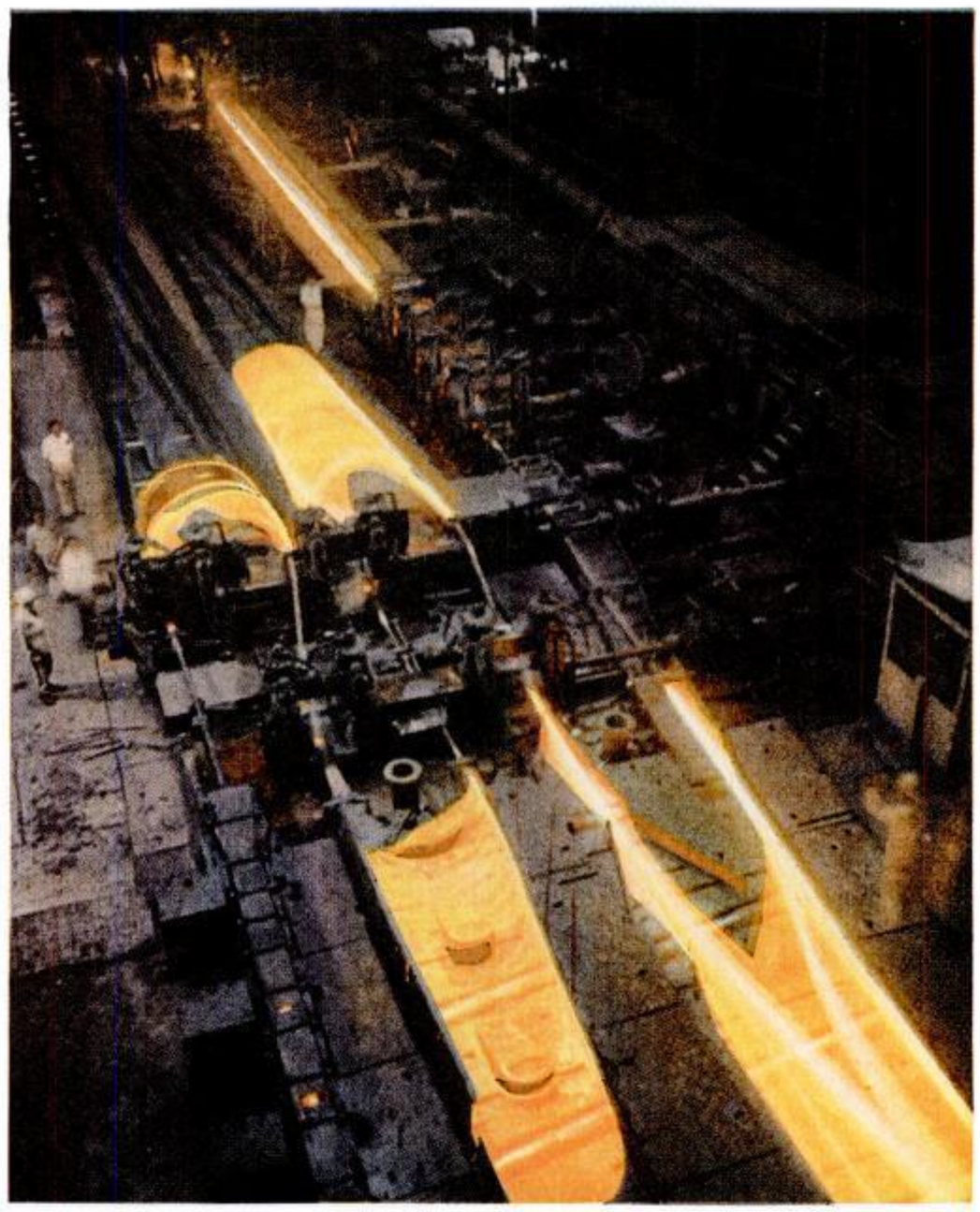


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LOADING FERTILIZER at Sindri, crane scoops up ammonium sulfate, moving it out of the storage silo. Ultramodern Sindri plant employs 3,500 people.



SHAPING STEEL, bars go into rolling machine, come back into cutter. Pattern was formed by red-hot bars being turned back by workers in "looping pit."

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OLD AND NEW TIMES meet at Hindustan Aircraft plant where two new Vampires for the Indian air force frame bullock carts, there to haul away the waste dirt excavated in runway extension program.

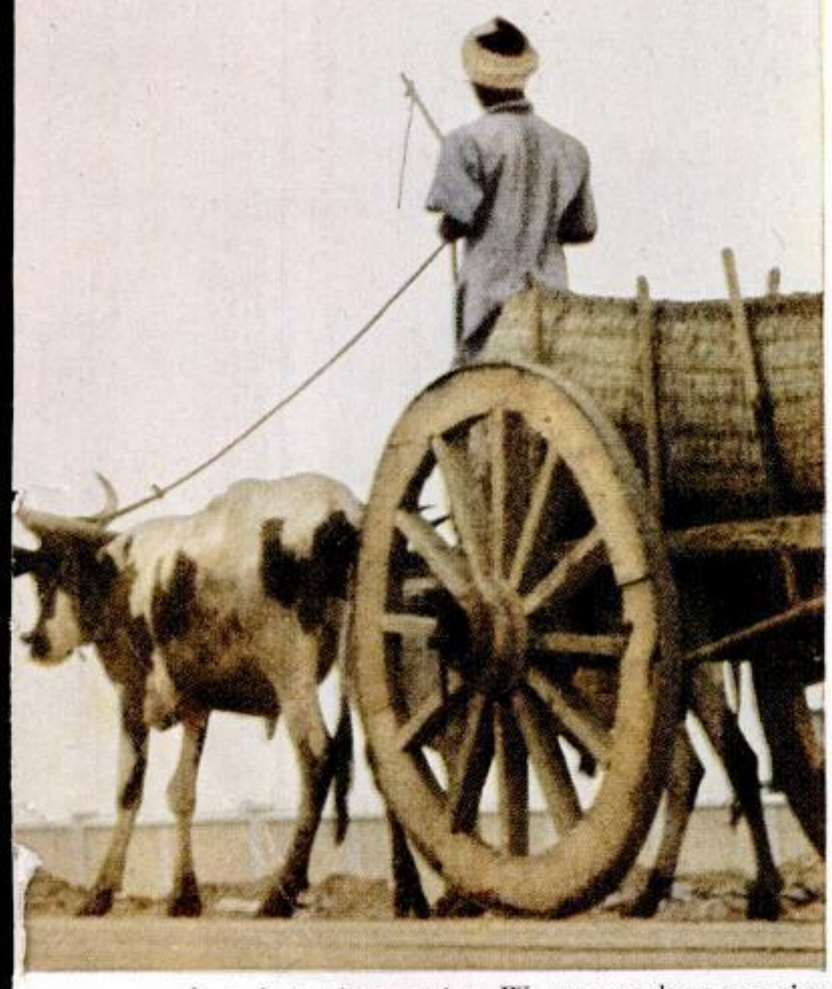
CHEERFUL DECOR, employed along with power ventilators to make Tata Locomotive a pleasant

OLD LIVES ON WITH THE NEW

In India's belated rush to grow up industrially, the new is not trampling over the old but finding a way to live with it comfortably. Bullocks still can take the right of way over Vampire jets where the animals are being used in operations to expand the facilities of the Hindustan Aircraft factory at Bangalore in Mysore State. Women are working side by side with men in modern industry, but they have not yielded the exotic, colorful and voluminous sari as a working garment. And the leisurely morning and afternoon British tea break persists as a habit of industry.

Still, the new is ever more present. Hindustan Aircraft, an enterprise which is jointly owned by the central and state governments, is now assembling ready-to-fly Vampires for the Indian air force. The company fabricates nearly every component of the aircraft except for the imported landing gear and engines. Lately the company has begun production of a trainer of its own design.

Indian railroads, the world's fourth largest and probably most heavily laden rail system (in 1952 they carried 1.3 billion passengers), are now getting their new rolling stock right at home. Tata Locomotive and Engineering Company, begun in 1945, is in production and will be completing four locomotives a month by 1954, as well as car frames and steam boilers. Another locomotive works at Chittaranjan, built and owned by the government, was completed in 1950 and is already in production. Geared into the Five Year Plan, Chittaranjan will be producing 120 broad-gauge locomotives and 50 boilers yearly by 1956.



place, is teatime setting. Women workers, wearing saris, have been served from the red cart at right.





UNDERCARRIAGE for a railway car gets paint job at the Tata works, Three figures at middle left are women. Tata's workers are all Indian, although a few German and British engineers are employed.

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NEW FISHERY, a by-product of the irrigation waters impounded by Maithon Dam in Bihar State, brings dozens of fishermen to work with India's traditional *jals* (hemp and jute seines). Artificial lakes are being stocked with fish as part of Five Year Plan to furnish fresh, cheap food not often available to inland dwellers.

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IN POWER TEST farmer pits engine-driven pump, bought with $630 state loan, against traditional bullocks and buckets to see which draws most water.

WATER IS WEAPON TO DEFEAT FAMINE

The grimmest fact India faces is that it is a famine country where, in a single dry season, three million people can starve as in 1943. In 1951 India had to borrow wheat worth $190 million from the U.S. Nearly everything in the Five Year Plan, and foreign aid programs integrated with it, is aimed at increasing food production. The primary purpose of India's great river-control developments is to increase acreage under irrigated cultivation by more than a third to 76 million acres, three times the irrigated acreage of the U.S. Great dams alone, however, are not enough to supply India's thirst for water. In arid sections thousands of deep tube wells are being sunk to tap subsurface water. All over India old reservoirs are being enlarged to hold the precious water. This preoccupation with water also helps fishermen—and the food supply—by providing more places to fish. They too are getting special help; Point Four is buying diesel engines for 140 fishing boats and a dredge to deepen their harbors.



AMERICAN WHEAT is unloaded by hand in Madras. Shipment was part of famine loan of two million tons. Proceeds of sale go to economic development.



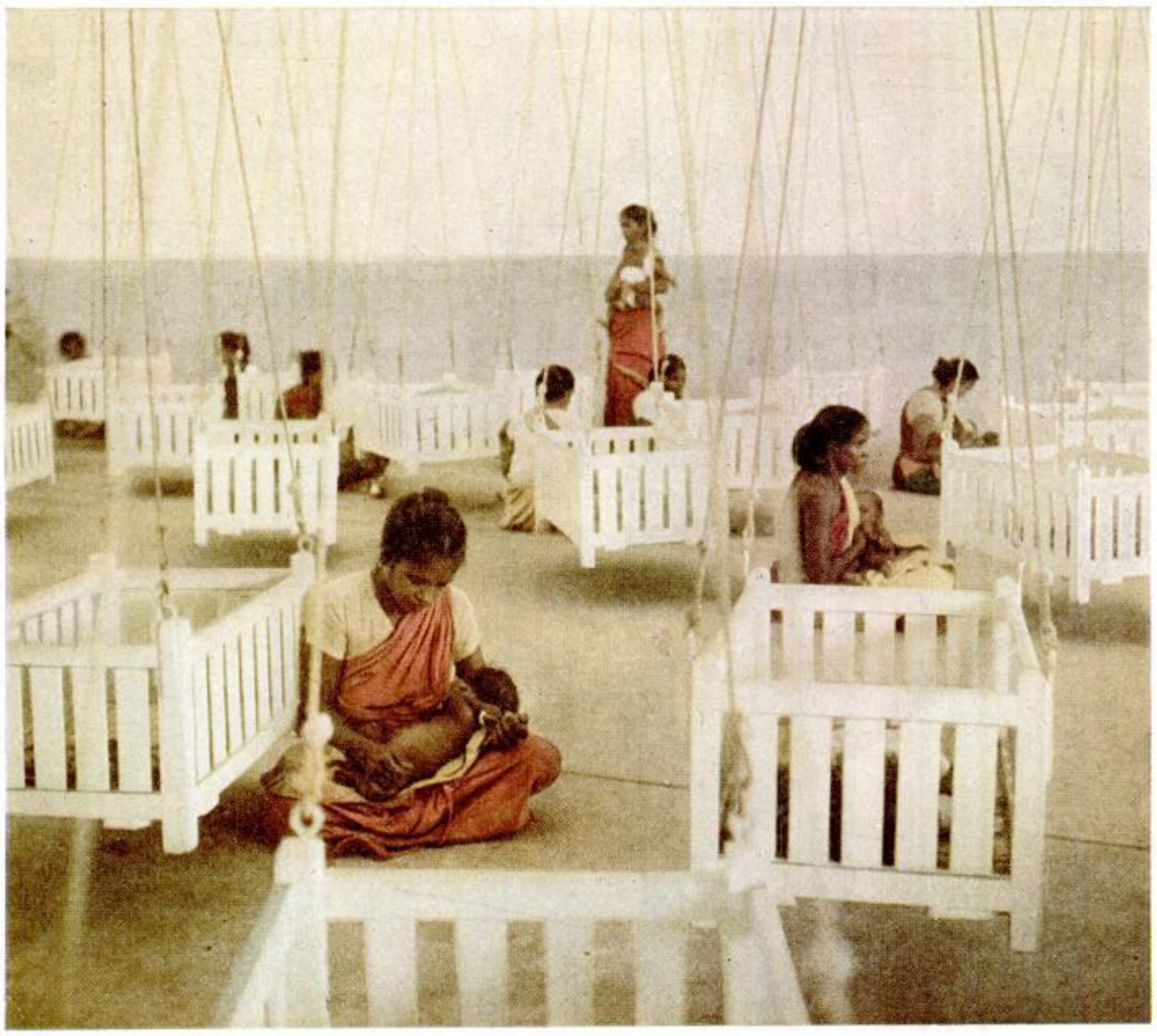
NEW WATER RESERVES, to be used in the drought seasons, are insured by deepening the bed of this village reservoir to increase its storage capacity. Here 600 villagers, organized into a "land army," are working with baskets, buckets and ropes. These people are volunteers, mobilized for mutual assistance.

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LABORATORY, where two Indian chemists are testing new dye processes, is first of a chain in which Atul Ltd. proposes to set standards for making 5,000 different chemical and pharmaceutical products.



NURSERY furnishes modern haven where mothers, working in Harvey textile mills in Madras, can leave 150 babies in woman doctor's care during working hours. Here mothers are nursing infants.

WORK IS AIM FOR MILLIONS

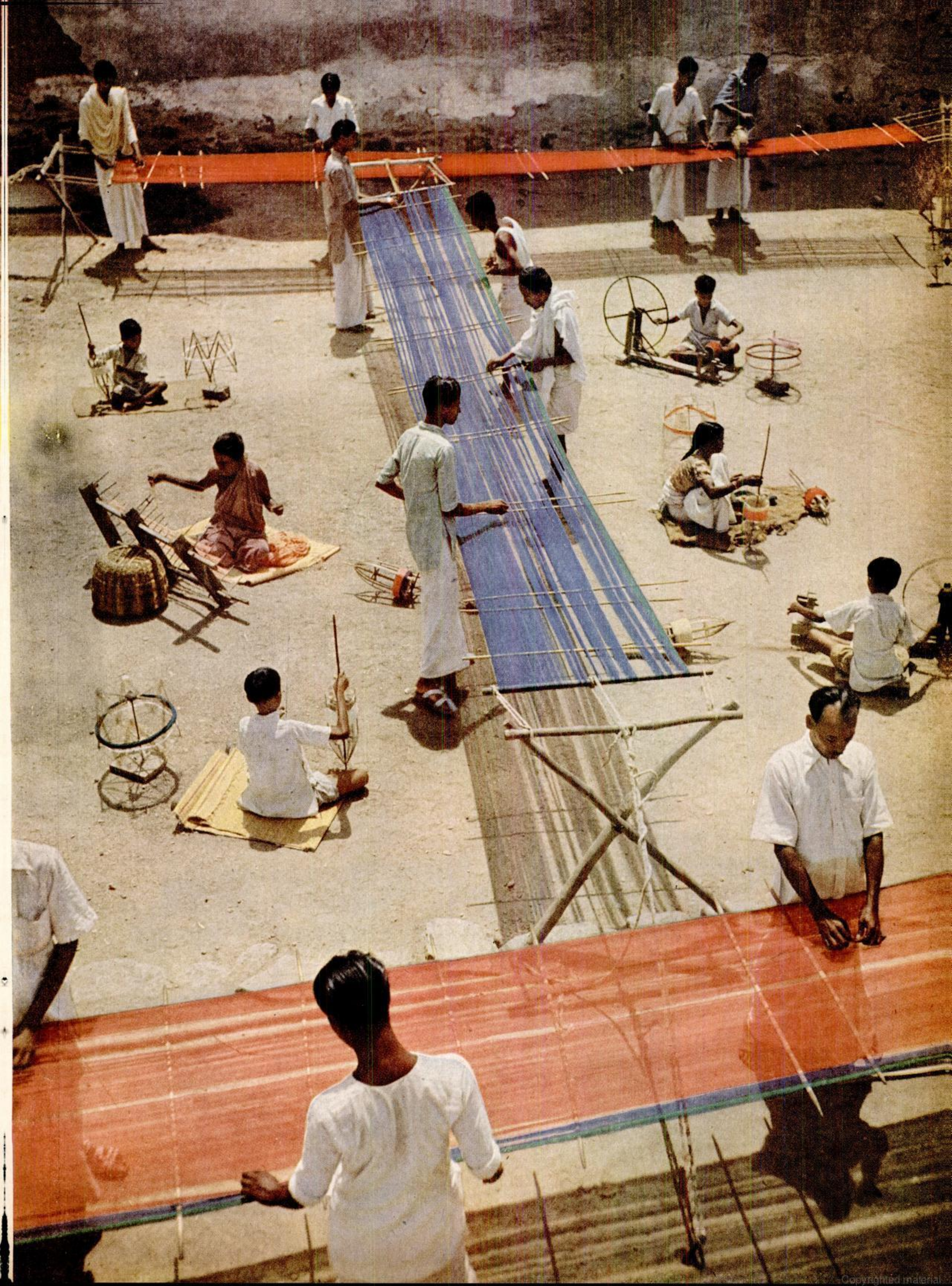
The ultimate success of the Five Year Plan will depend not only on wholesale food production and projects conceived on a majestic scale, but even more on finding enough useful things for 361 million people to do.

In Bombay State the search is carried on by Atul Products Ltd. whose laboratories are deciding which drugs and chemicals can be made in India. Atul, owned mostly by Indians but 10% by American Cyanamid, is only a year old but plans to produce all the dye India can use.

Perhaps the most significant aspect of India's regeneration is that, rating technological progress high, it rates people higher. While expanding, industry has remembered modern facilities for working mothers. And, because the Five Year Plan recognizes that full industrialization is far in the future, it emphasizes self-sufficiency on a village level. In rural areas the Community Projects Program organizes *firkas* (groups of villages) to teach, and subsidize, such skills as hand-looming (*opposite page*) on which the average Indian will still have to rely for his clothing for many years to come.

HANDCRAFT occupies the villagers in combing, spinning, reeling and hand-weaving cotton fabrics. →

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suppose

LEATHER

were just

invented!



Suppose leather were just invented by some great corporation like General Motors or DuPont. What would be the effect on your life?

Your feet would sigh with relief . . . you would enjoy shoes that last and last, made of a natural material . . . shoes that are flexible for comfort . . . that breathe health to your skin . . . that keep their shape and appearance longer.

Your life would be richer . . . you would know the joy that comes from the pride of possessing a host of personal leather articles of enduring beauty . . . in clothing – handbags, wallets, belts, gloves.

Your home would take on charm . . . you would know the pleasure of superb, lasting luxury in furniture upholstery.

Talk about "miracle" materials – leather is granddaddy of them all.

And that is why Americans who want the "real thing" insist upon leather. Why Americans who support the American Standard of *quality* – who want to get more without paying more – buy leather. For the *best* is an American privilege. And leather is best.

LEATHER INDUSTRIES OF AMERICA

Buy the real thing

Buy Leather

THE AMERICAN STANDARD IS QUALITY . . . LEATHER IS QUALITY

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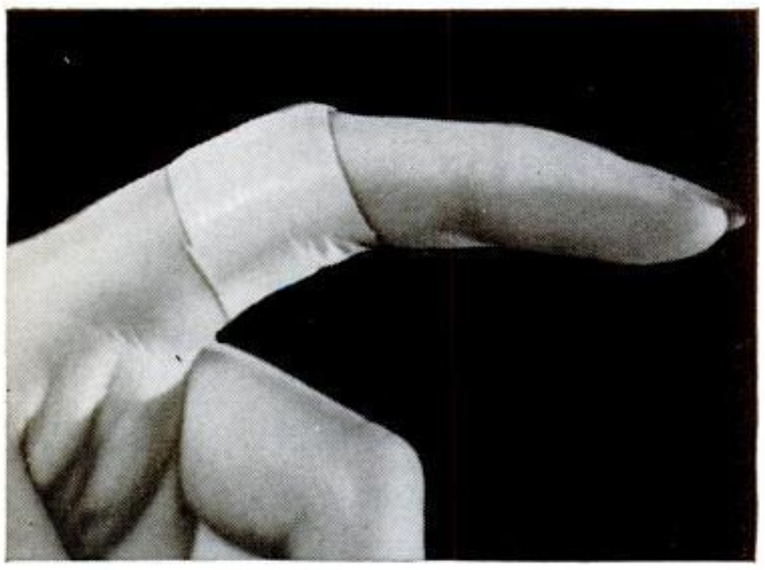
The new plastic bandage

CURAD®

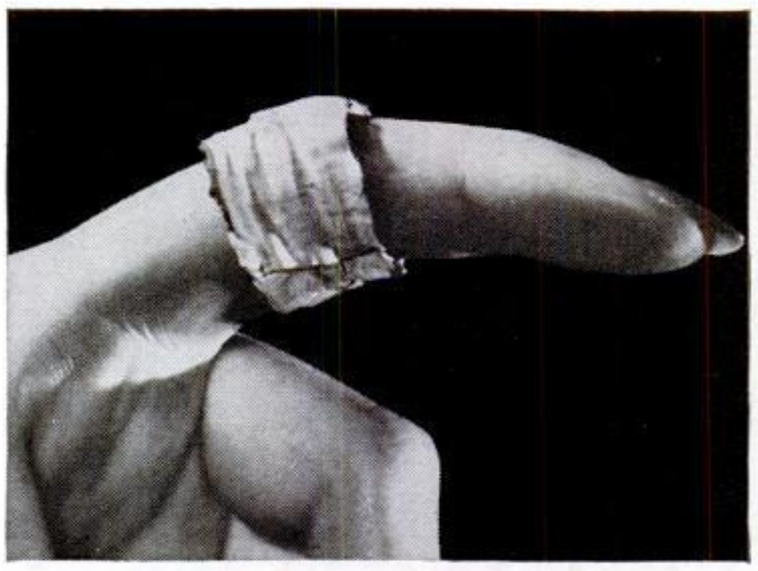
now in flesh color

as well as white

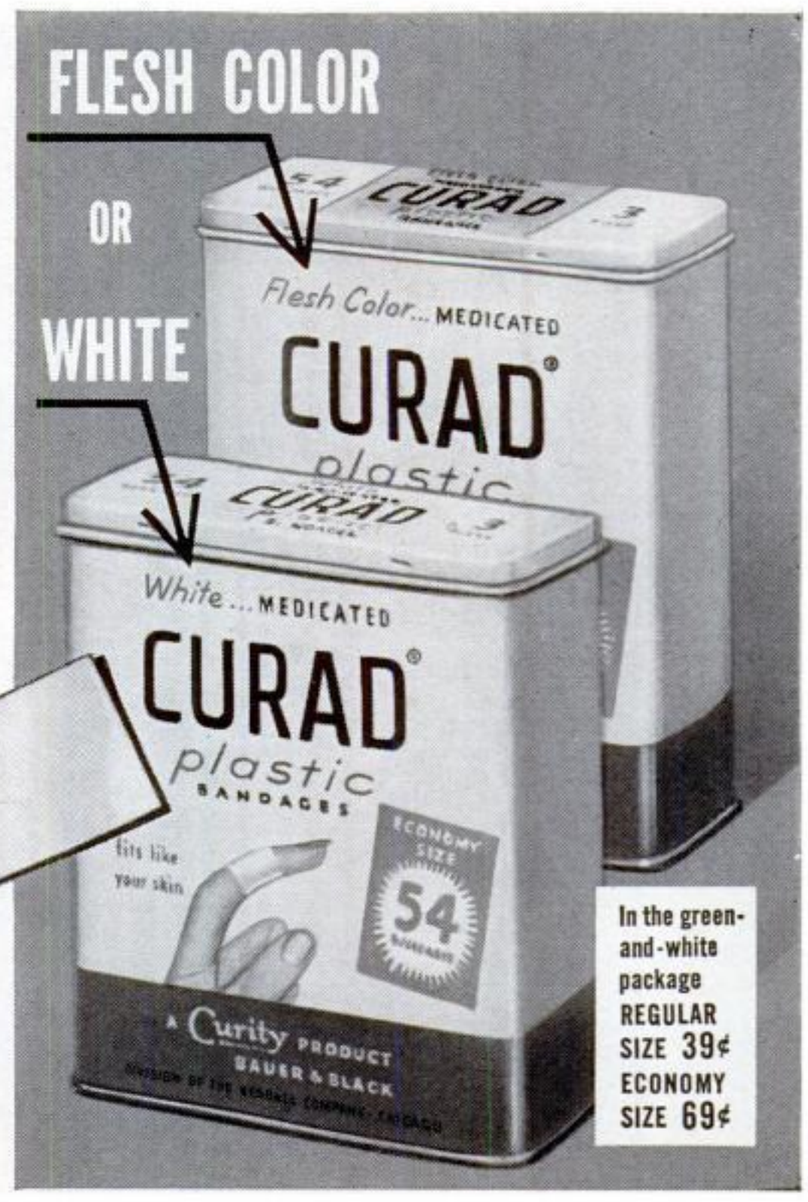
WON'T WASH OFF A CURAD stays on even when you take a soapy bath!
Doesn't get soggy or gummy. It's *plastic*—as waterproof as your skin.



NEW CURAD PLASTIC BANDAGE (both flesh color and white) looks like new till you take it off! Its surface is smooth as glass. Dirt wipes right off. Paper-thin and elastic —so it fits like your skin, moves with your skin even on knuckles and knees.



OLD STYLE CLOTH BANDAGES soon get ragged and messy-looking and keep coming unstuck. Not a CURAD! It has no cloth to catch dirt or ravel. Doesn't leave sticky streaks. And a CURAD stays *on*—even when you wash dishes or do the laundry.



The only sterile plastic bandage that FIGHTS GERMS

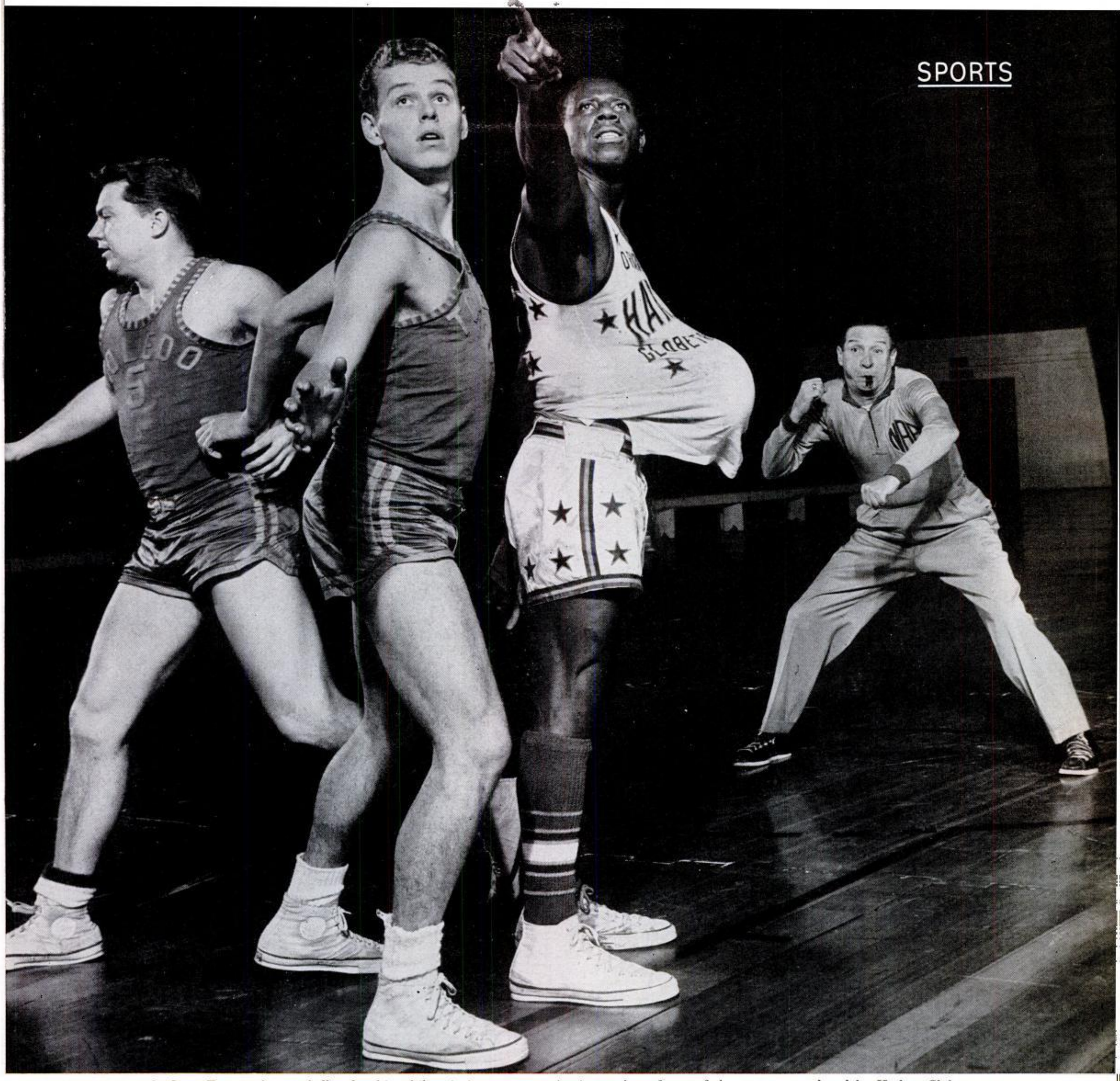
The CURAD pad contains Furacin*-Tyrothricin, the new wonder drug that in tests, killed or inhibited all 28 common wound bacteria.



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Brand of Nitrofurazone

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HIDDEN BALL GAG by Goose Tatum, who puts ball under shirt while pointing to stands, fools nobody but delights the customer. Opponent registering shocked surprise is member of one of three teams employed by Harlem Globetrotters to appear against them. The theatrical referee (*right*) also is in their employ.

BASKETBALL'S COURT JESTER

A year-around, world-around player, Goose Tatum has left people laughing from Berlin to Malaya

by MARSHALL SMITH

THE cruiser-sized feet of Reece ("Goose") Tatum skidded out from under as he cut for the basket. His egg-shaped head hit the floor and the thump could be heard up in the last row of seats. A hush fell over the house in Provo, Utah as the star of the Harlem Globetrotters basketball team lay still like a flattened gingerbread boy in his red-white-and-blue uniform.

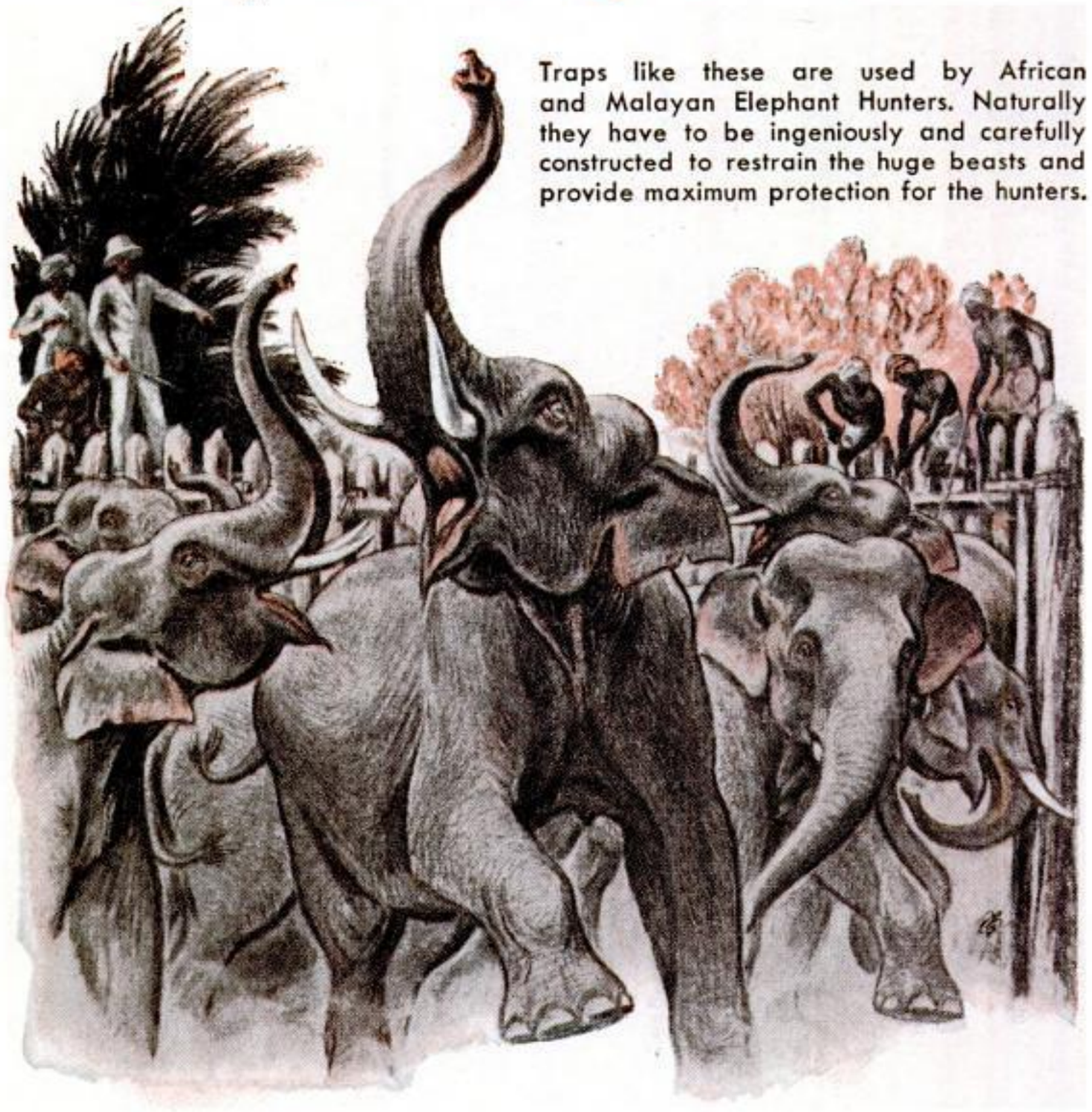
There was a flurry on the players' bench. The public address system crackled out a call for a doctor as a solemn-faced group of the Globetrotters and their opponents gathered around the fallen star. It was difficult to tell whether he was dead or alive. Neither ice water nor smelling salts produced a stir. Then one of Goose's teammates indelicately removed one of his own shoes with great deliberation and flourished it in the vicinity of Tatum's nose.

Goose Tatum vaulted three feet in the air from a flat-on-his-back start. He came up as though by levitation, his teeth and the whites of his eyes flashing. His teammates, playing the straight men, fell back in amazement and stood around scratching their heads as Tatum, enormously pleased with

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TRAPPED



Traps like these are used by African and Malayan Elephant Hunters. Naturally they have to be ingeniously and carefully constructed to restrain the huge beasts and provide maximum protection for the hunters.

AC *Aluvac* Is The Best Trap For Engine Oil Dirt

An elephant trap has something in common with AC's *Aluvac* Filter Element —*both are doing a big job!*

1 *ALUVAC* keeps oil clean . . . removes particles as small as 1/100,000 of an inch.

2 *ALUVAC* has greater filtering area . . . it's ten times greater than ordinary elements.

3 *ALUVAC* has no harmful chemicals . . . won't remove detergents in heavy-duty oils.

4 *ALUVAC* is durable . . . resists the action of harmful acids, gasoline or water.

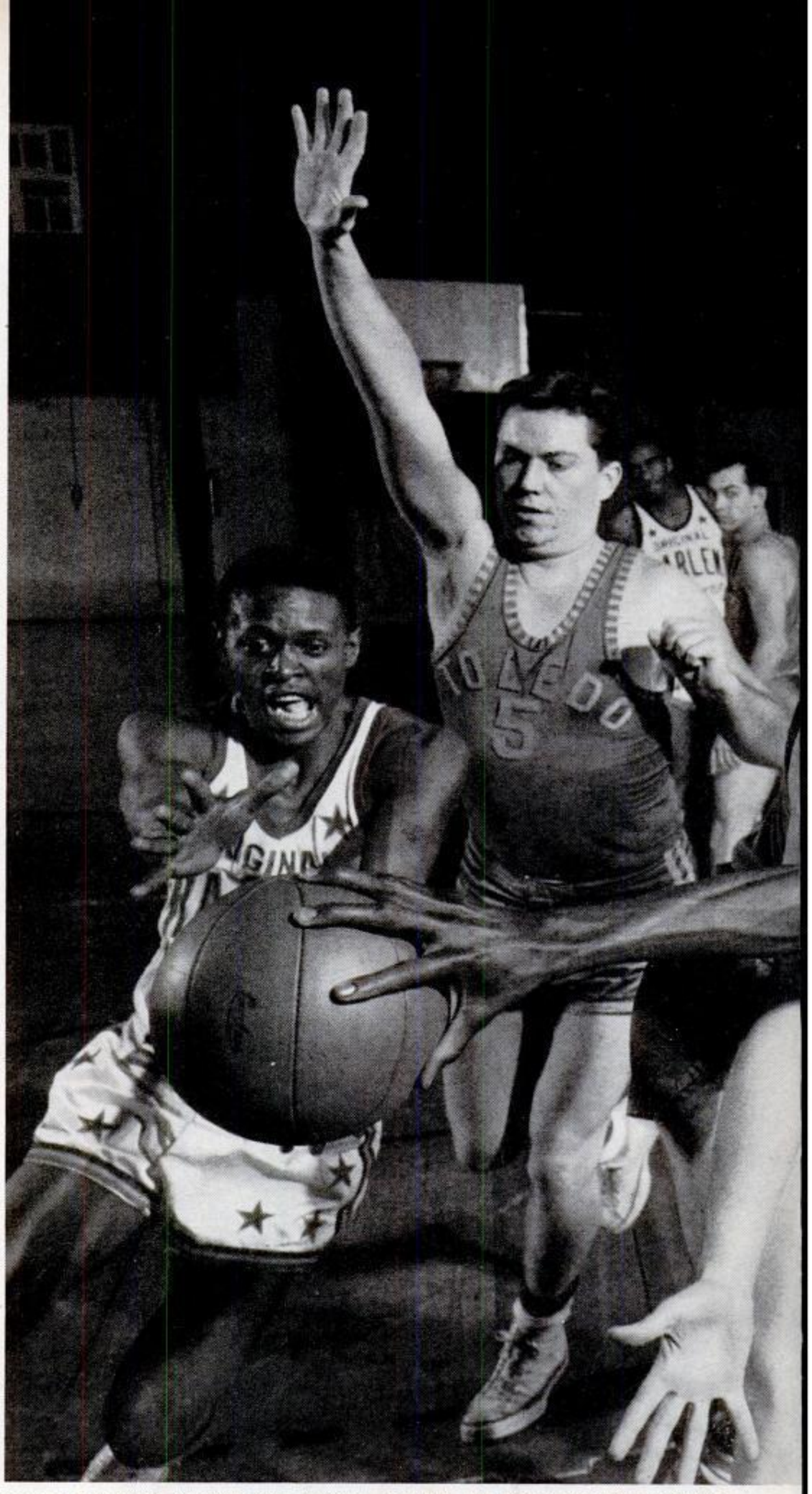
Protect your car's engine—enjoy smoother, more economical performance by getting a new AC *Aluvac* Filter Element the next time you change oil—money can't buy better protection for your engine.



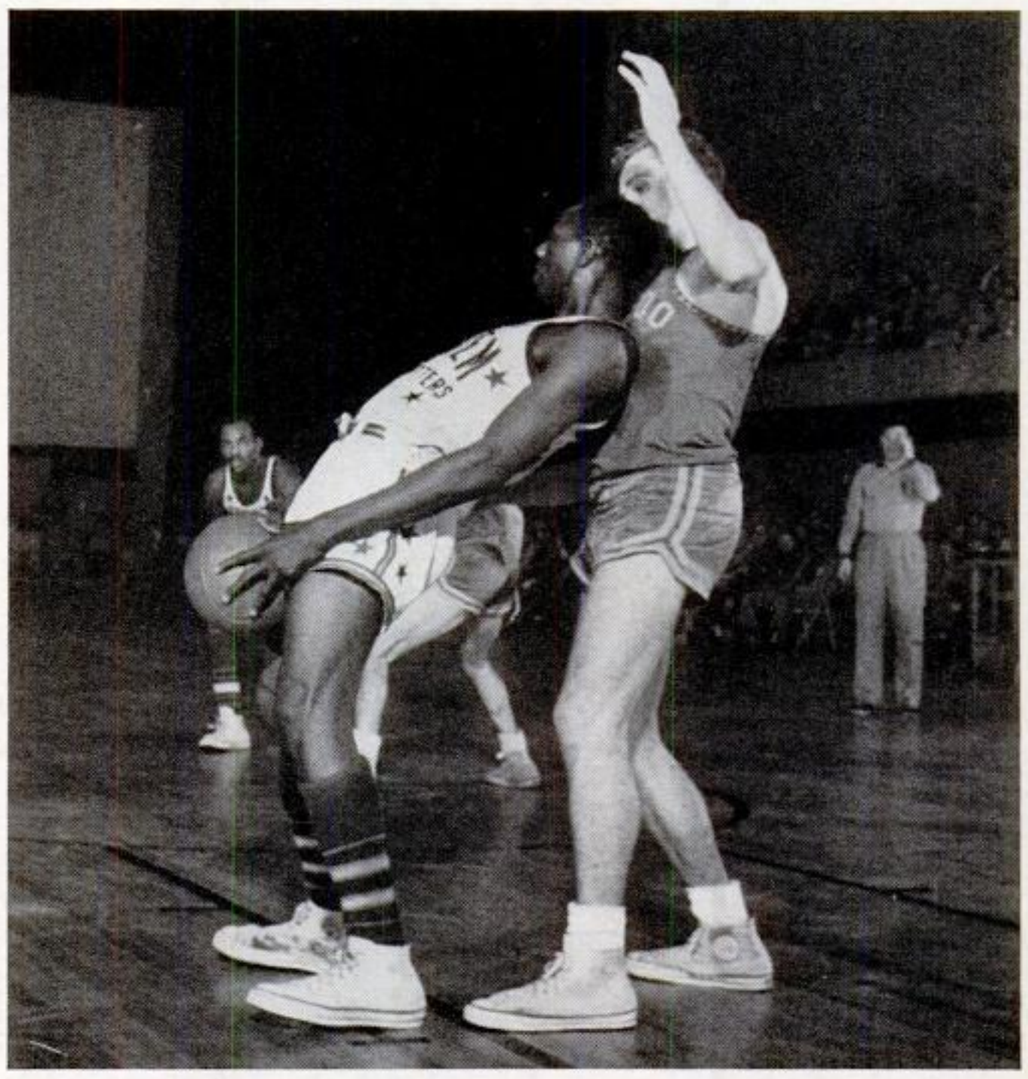
WITH *ALUVAC* ELEMENTS

Protecting More New Car Engines *Than Any Other Brand*

AC SPARK PLUG DIVISION GM GENERAL MOTORS CORPORATION

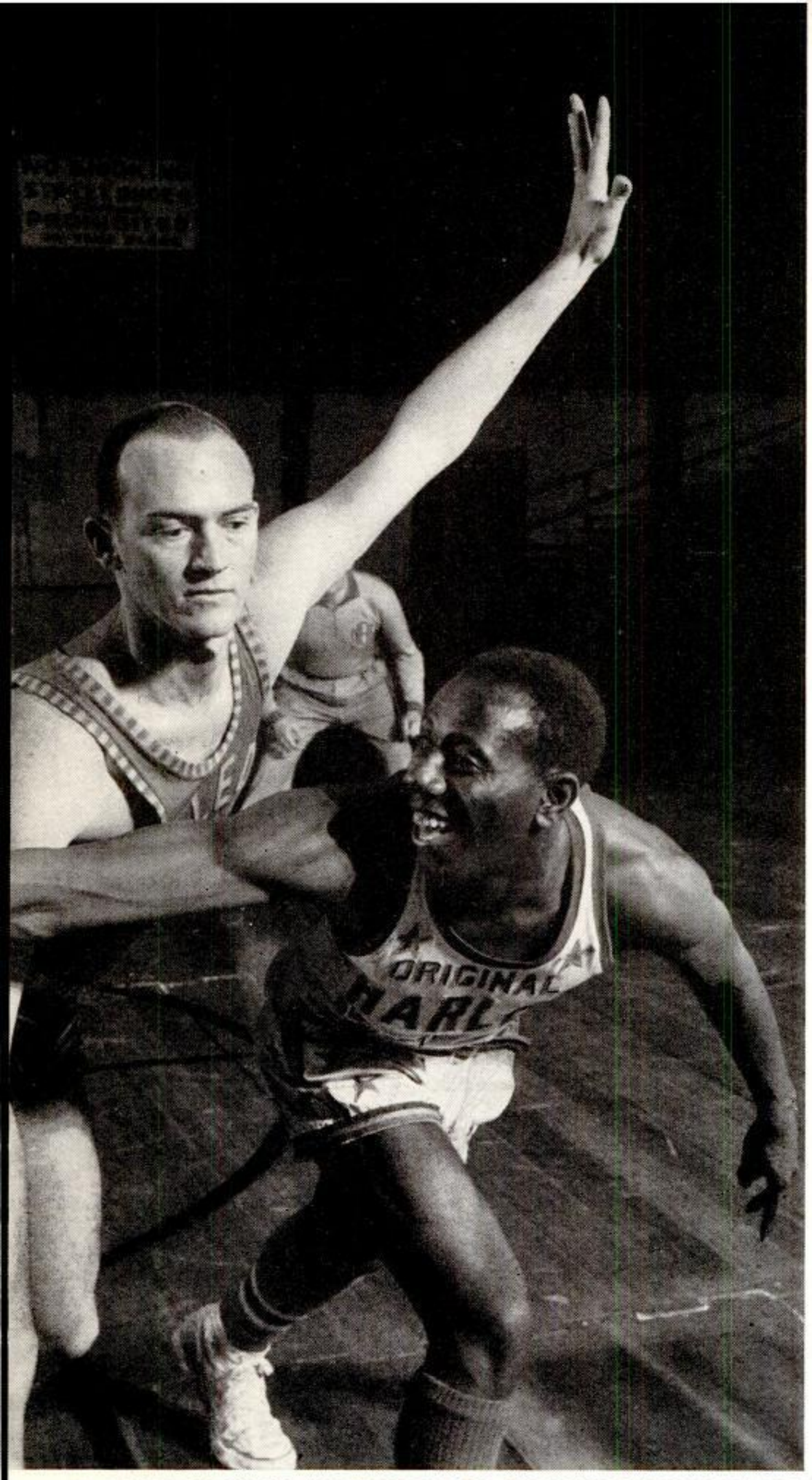


GOOSE TATUM'S GROTESQUE REACH, USEFUL IN AMUSING THE CROWD,



A MOMENT OF REST and a bevy of laughs results from Tatum leaning idly back on opponent's chest. His long arms keep his victim from stealing the ball.

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ALSO ENABLES HIM TO HAND OFF BALL TO ONRUSHING TEAMMATE (LEFT)

BASKETBALL JESTER CONTINUED

himself, cakewalked around the floor. The spectators, after a few uncertain giggles, let go with a roar of belly laughs.

It was low comedy, improvised on the spur of the moment, but nevertheless a sample of what makes Goose Tatum a national clown. A true pantomime artist, he expresses himself not in speech but in movement. With a few simple changes in techniques and trappings he could take his place among the funnymen in the Ringling big top and find himself playing to an "easy-laughing house."

A grotesque appearance, for which most clowns need elaborately incongruous clothes and make-up, is Tatum's natural birthright. He comes equipped with tenuous, apelike arms which, by actual measurement, give him the longest boarding-house reach known in the world. His hands are so enormous that when cupped they hold the equivalent of a ten-gallon hat. They dangle loosely in the neighborhood of his knees and when he walks with the peculiar, gooselike shuffle for which he is named, they swing fore and aft. People laugh at him on sight.

At the admitted age of 33 (or 43, depending on how old he feels that day) Goose Tatum's rhythm and body control are far beyond a good basketball player's requirements. He palms the ball, spins it on one finger, rolls it down an arm and arrests it with his long fingers in time to let a confused opponent dive helplessly for where it should be but isn't.

The team of barnstorming professionals he plays with is capable of beating about any team on earth. But winning is only an incidental means to an end. They establish superiority over the opposition, usually a group of white stooges hired by the

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OUTSHAVES ANY LATHER OR BRUSHLESS CREAM



YOU'LL NEVER GO BACK TO LATHER OR BRUSHLESS CREAM AGAIN!

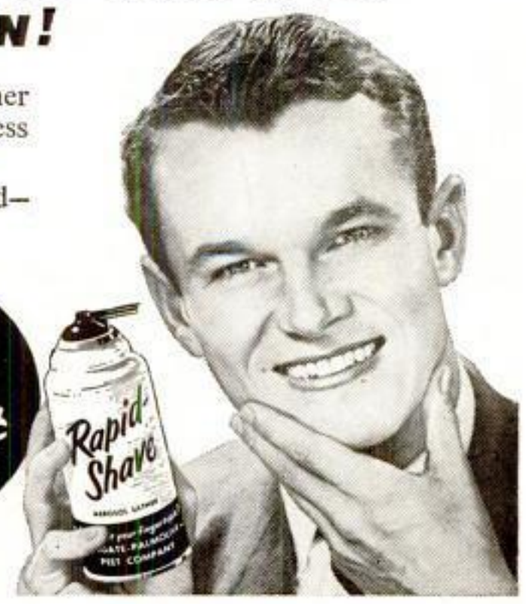
RAPID-SHAVE outshaves any old-fashioned lather or brushless cream—because no lather or brushless gives you all these big advantages!

QUICKER AND EASIER! Just press the button and—whish—instant lather! Richest, thickest, creamiest lather you've ever known!

TAKES THE FIGHT OUT OF WHISKERS IN SECONDS! Yet with all its advantages over old-fashioned lather and brushless creams, it's only 79¢ a can. For the shave of your life—get **RAPID-SHAVE** today!

MORE THAN 70 SUPER SHAVES—ONLY 79¢

nearly 2½ months supply



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Going... Going...



"I'M GLAD WE STAY THE SAME, WHITEY!"



"SO AM I, BLACKIE. AND SO ARE OUR FRIENDS. THEY HAVE CONFIDENCE IN BLACK & WHITE SCOTCH WHISKY BECAUSE ITS QUALITY AND CHARACTER NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

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BASKETBALL JESTER CONTINUED

Globetrotters, to set the stage for capers and razzle-dazzle. Then they proceed to spellbind crowds who neither know nor ever will care anything about basketball. They have played this American game all over the world, from the wreckage of Berlin to the jungles of Malaya. In the past year they have performed before three and a half million spectators, more than Notre Dame or the Yankees. Since 1942 Goose Tatum has probably been their biggest attraction.

As pivot man under the basket he occasionally stops the action to play an impish game of hide-and-seek. With the casual air of a banker occupied by only a minor loan, he fakes a pass, rolls his eyes, hides the ball under his shirt and pretends to pull it out of a bewildered opponent's ear. Then, seemingly bored with tomfoolery, he hooks the ball lazily over his head, never looking at the basket, and waits expectantly for the roar that signifies it has swished through the hoop.

Tatum's expression is constantly changing from hambone pomposity to outraged innocence. He is forever snatching things from spectators in the first and second rows—hats for his head, glasses to put on the referee, flash cameras to snap his own picture in an egotistically outlandish pose.



CAUGHT IN FOUL, Tatum derides referee's eyes by giving him glasses.

Once each game he fakes a shoulder injury after being fouled and limps to the bench. While there he switches basketballs and comes out for the free throw looking grim. When he makes his shot the ball goes halfway to the basket and then, to everybody's amazement, comes right back to Tatum. This trick, made possible by a ball with rubber bands attached to it, never fails to bring down the house and sometimes leaves even Tatum sitting on the floor with an attack of giggles.

But once the show is over and he departs for the wings a change envelops Goose Tatum. It is a cliché of show business that deep melancholy lies behind the laughing mask of the clown. Goose Tatum is no exception. Off the court he shuns human companionship, sharing the outlook of the great clown Grock, who once remarked, "Life is lousy. People are eating each other up. Everything has gone to hell." Tatum's fellow Globetrotters, who respect his desire to be left alone, see little more of him than the spectators.

Tatum hates travel, an unfortunate quirk in a man who last year was forced to travel 75,000 miles to play basketball. When the team is moving by bus, Tatum digs into his own pocket and goes by plane or train, and even then he is assailed by fits of restlessness and claustrophobia. On one trip from St. Louis to Seattle, he stepped off the train without baggage when it stopped in Omaha and was not seen again by his teammates for a week.

Tatum explains his dislike of traveling in a terse sentence: "I been around too much."

Tatum indulges a mordant humor in his lonely wanderings about the cities the Globetrotters visit. In the U.S. he occasionally enters a clothing shop to ask if they have a suit in his size. When the clerk says "Sure," Tatum asks earnestly, "Wanna bet?" His pleasure comes when the salesman discovers Tatum has a 40-inch arm, and no sleeve will reach much below his elbow.

In Algiers Tatum once disappeared completely. After a desperate two-day search for his star, Manager Abe Saperstein heard a soft voice ask, "Want a taxi, mister?" He found Tatum sitting behind the wheel of an Arab cab he had borrowed from its owner in exchange for tickets to a Globetrotter game.

Saperstein fined Tatum $50 for missing a game, and Goose promptly borrowed back the $50 plus $50 more. Although Saperstein pays him more money (about $40,000 a year) than any other clown or basketball player, Tatum is always broke and borrowing. Some of his money goes for jazz records, one of his few enthusiasms, especially for recordings by Pianist Art Tatum (no kin). A good deal of it goes to his wife, presumably in compensation for the fact that she sees Goose only about four weeks a year.

CONTINUED ON PAGE 96

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Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos
— the finest quality money can buy



Wherever you go, notice how many people have changed to PALL MALL in the distinguished red package.

THE FINEST QUALITY MONEY CAN BUY

Here's Mildness You Can Measure

See how PALL MALL's greater length of fine tobaccos filters the smoke on the way to your throat



Light a PALL MALL and notice how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow tobaccos.

At the very first puff of your PALL MALL you will enjoy PALL MALL's cooler, sweeter smoking. And your enjoyment of PALL MALL doesn't stop there. After 5 puffs of each cigarette—or 10—



or 17—your own eyes can measure PALL MALL's extra length for extra mildness.

Pall Mall's greater length of fine tobaccos travels the smoke further on the way to your throat—filters the smoke and makes it mild.

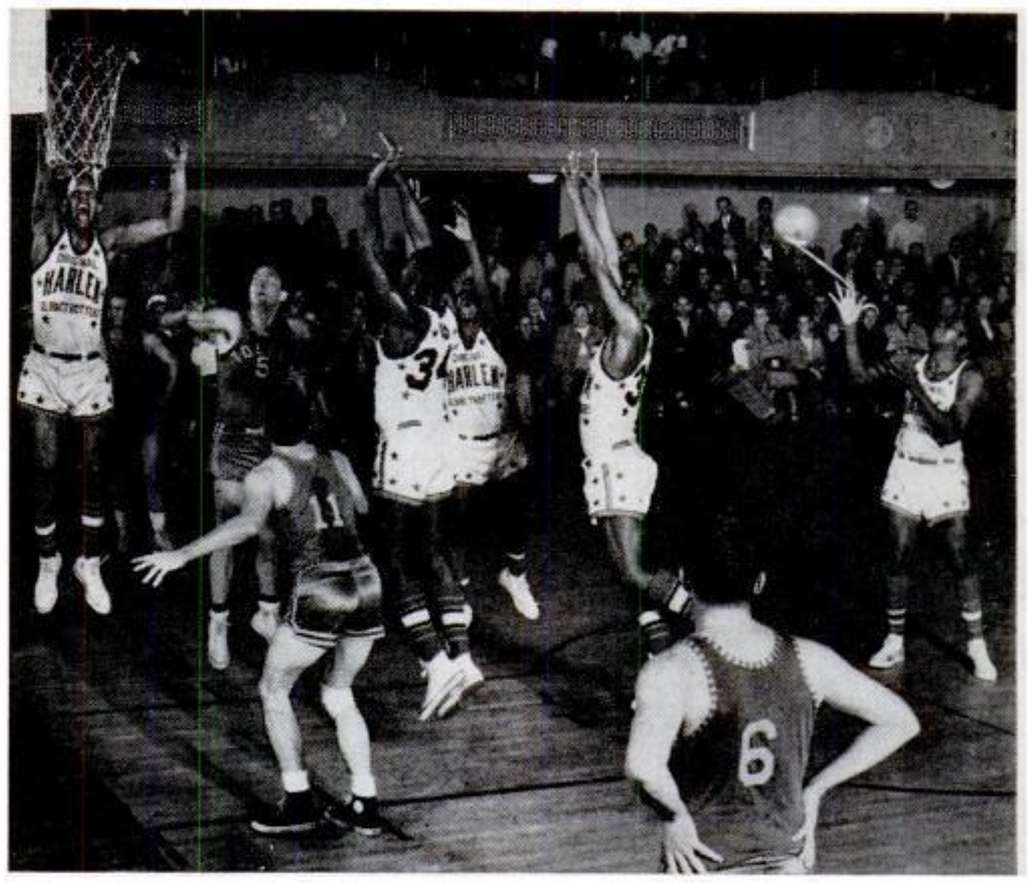
PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

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Outstanding... and they are mild!

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BALL ON RUBBER BAND goes halfway to basket on free throw by Tatum and then, as everybody leaps for rebound, it comes right back to the thrower.

BASKETBALL JESTER CONTINUED

Tatum came to basketball late in his sports career. The son of an itinerant Methodist preacher and day laborer in the canebrake country of Arkansas, he was a skinny, loose-jointed kid who played for sandlot baseball teams and semi-pros. For a few years he spent a good deal of time "riding the rods" to Memphis and Birmingham trying out with professional Negro ball clubs. One summer he worked for a sawmill in the Ozarks and played for the mill's baseball team. It was there that Tatum first discovered his clowning talent. "It came naturally," he recalls. By 1942 he had become Clown No. 1 of the bigtime Cincinnati Clowns. His long arm looked like an educated blacksnake whip when it circled behind his back to take balls on the wrong side. By doing things the wrong way—and having them come out right—he was by instinct emulating the circus clown who smokes the lighted end of his cigar and plays the violin upside down.

When his team was ahead and he got a hit Tatum would occasionally run like mad for third base. If the opposing pitcher began to blow up, Tatum would sometimes solicitously lead a little child out of the stands toward the mound. Often at home plate he would kneel and pray, and at least once thereafter whacked out a home run.

Abe Saperstein saw Tatum play in 1941. For nearly 20 years he had been searching for a sure-fire star for his Globetrotters and he thought he recognized the makings of one in the preposterous first baseman. The next winter Tatum put on a Globetrotter uniform and his basketball education began.

Shortly the Army intervened, but only in a sense. As an Air Force draftee at Lincoln, Neb., Tatum came under the tutelage of one of Saperstein's scouts, who was basketball coach on the base. It was there that he really learned the game, and developed his famous fadeaway hook shot. In 1951 Tatum said goodby to baseball forever and became a year-around basketball player.

Tatum is entirely serious about his clowning. He is constantly scouting the trade for ideas he can use or adapt. He picked one of his gags from an English circus, another from a European ice revue. One day in Chicago Stadium he began tearing strips off the ball and, to the amazement of the crowd, eating them. The spectators never learned that Tatum had succeeded in having a loaf of pumpernickel bread baked to resemble a basketball.

Despite such improvisation, the Goose is haunted by the notion that his career may not outlive his reflexes—that, unlike Baggeson, the great Danish clown who went on breaking 100,000 plates a year until he retired, he may fade and vanish when he is too old to play basketball. Recently, however, he had a reassuring experience. Browsing through a hardware store in Ogden, Utah, Tatum glanced up to find a woman pointing at him, her mouth open and an incredulous look on her face. She began to laugh, and she laughed until tears came to her eyes. Other customers, looking at Tatum, began to laugh too, and finally Goose himself began laughing. It made him happy to realize that his future as a laugh-provoker depends less on his reflexes than on the fact that he was just born funny.

CONTINUED ON PAGE 99

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Not a shadow of a doubt with Kotex

Absorbency that doesn't fail—Kotex gives you the trustworthy kind of protection you *need*. And you get trustworthy *softness*, too, for Kotex is made to stay soft while wearing.

Holds its shape—without twisting, roping or pulling. That's why this napkin retains its fit and comfort for hours.

No revealing outlines—because only Kotex of all leading brands has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Select the absorbency best for *you:* Regular, Junior or Super.



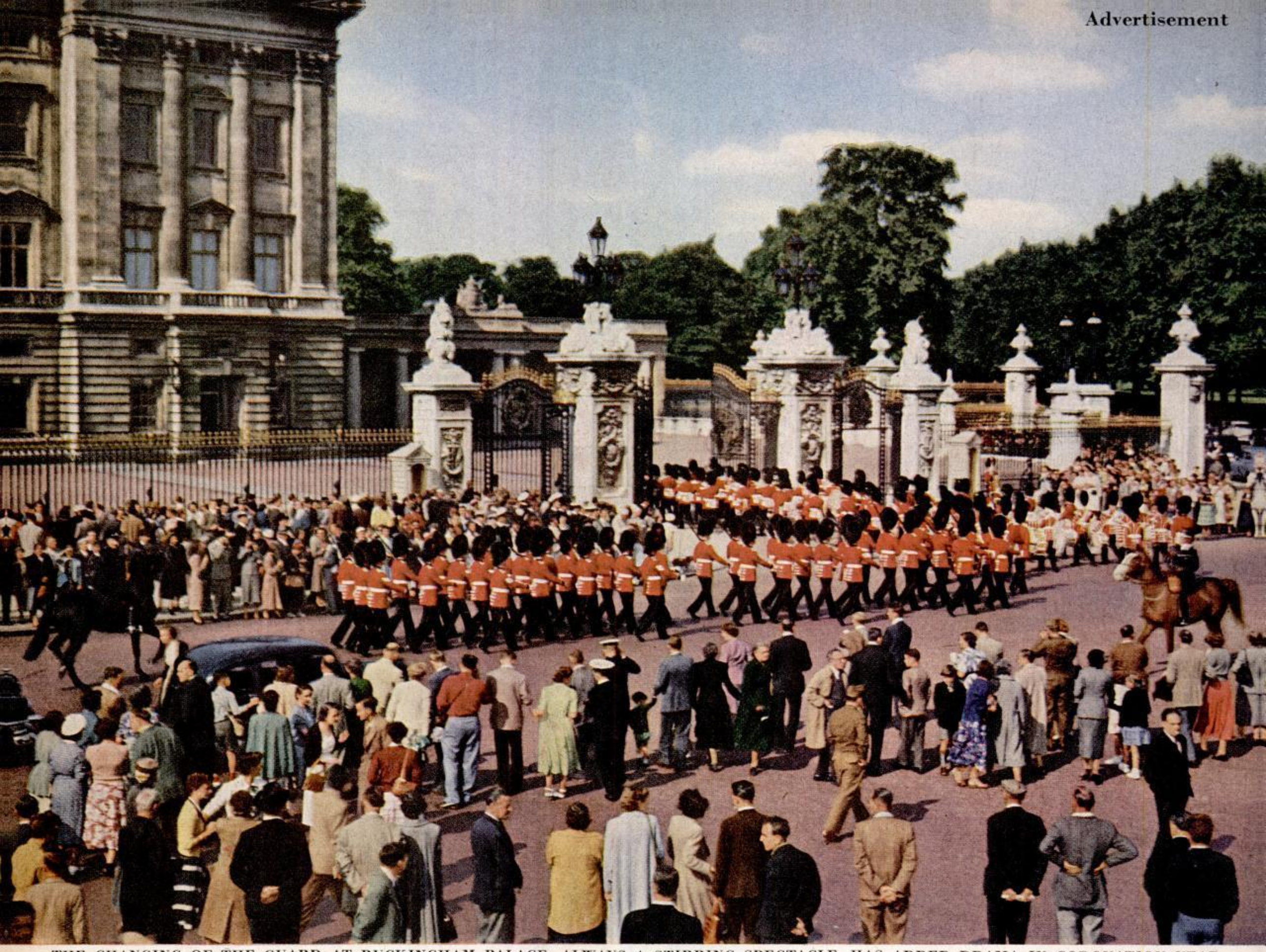


Not a shadow of a doubt when Rappi of Junior Formals directs her designing eye toward yards of pale gray organza, adds shaded pink bands for flavor and comes up with the prettiest-partiest dress of the season.

*More women choose Kotex**
than all other sanitary napkins

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THE CHANGING OF THE GUARD AT BUCKINGHAM PALACE, ALWAYS A STIRRING SPECTACLE, HAS ADDED DRAMA IN CORONATION YEAR

Visitors Arrive Early in Coronation Year

AMERICANS DISCOVER THAT NOW IS THE TIME TO SEE ALL OF BRITAIN AND SPEND AS LITTLE AS $14 A DAY

A Queen is to be crowned! The flags are out in every corner of the land. There's a rare excitement in the air—as catching in a distant Highland glen as at the very gates of Buckingham Palace. Coronation fever!

You feel it the moment you set foot on British soil. You see it everywhere . . . at pageants, fairs, exhibitions, festivals, sporting events. You hear it in the excited tones of small children at play on village greens, in the kindly voice of a London bobby, in the songs of Welsh miners swinging down cobbled streets at night.

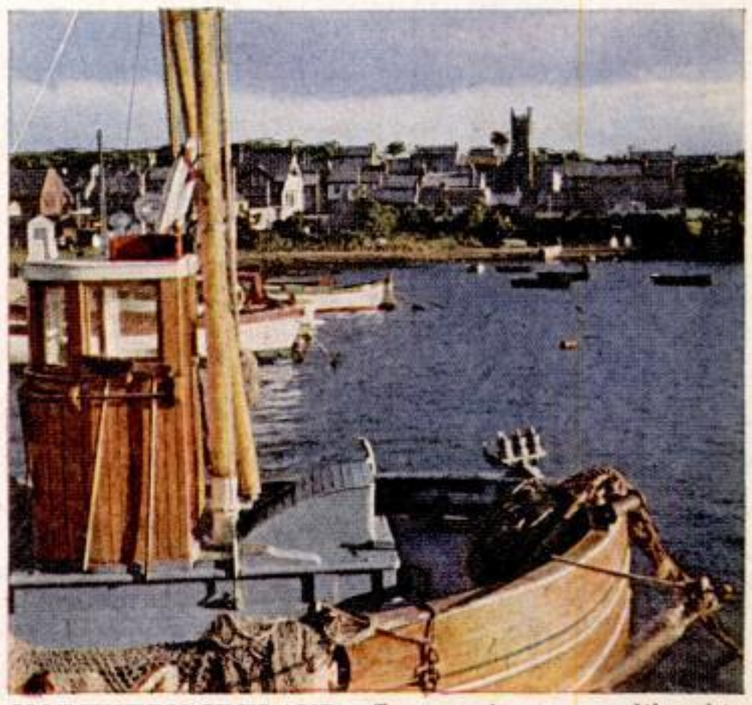
Now—in these early months—you can go everywhere, and see everything for as little as $14 a day per person. This does not include trans-Atlantic transportation, of course—but it does include a car to take you around, and accommodations in the fine hotels and inns of England, Scotland, Wales and Northern Ireland. So why not make the big decision and come to Britain in Coronation Year? For further information and free literature, see your Travel Agent or write **British Travel Association, Box 1C, 336 Madison Ave. N.Y. 17, N.Y.**



EDINBURGH, Scotland's lovely capital, honors Sir Walter Scott with this memorial on famed Princes Street.



ONLY A FEW HOURS from London lies romantic Wales, inviting visitors to its peaceful green valleys.



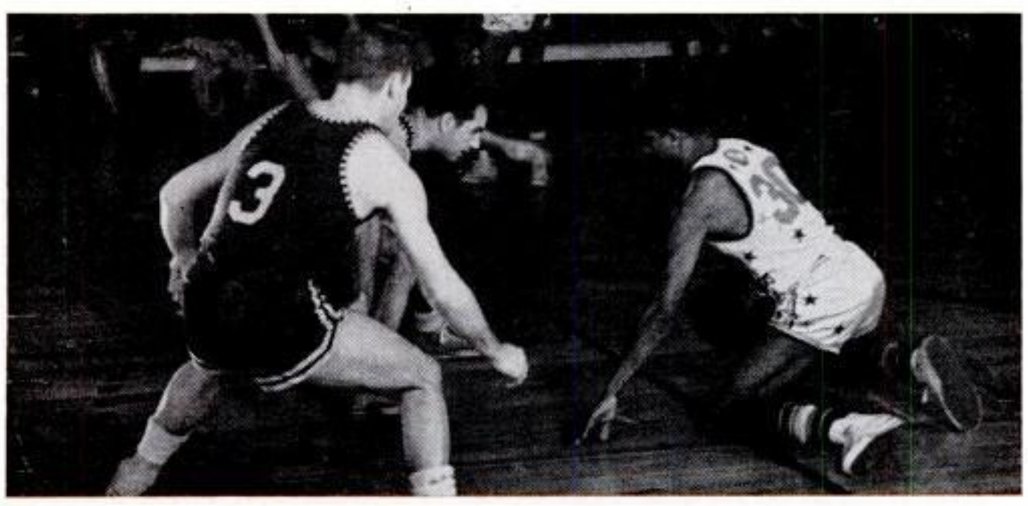
NORTHERN IRELAND offers quaint scenes like this fishing village, wonders like the Giant's Causeway.

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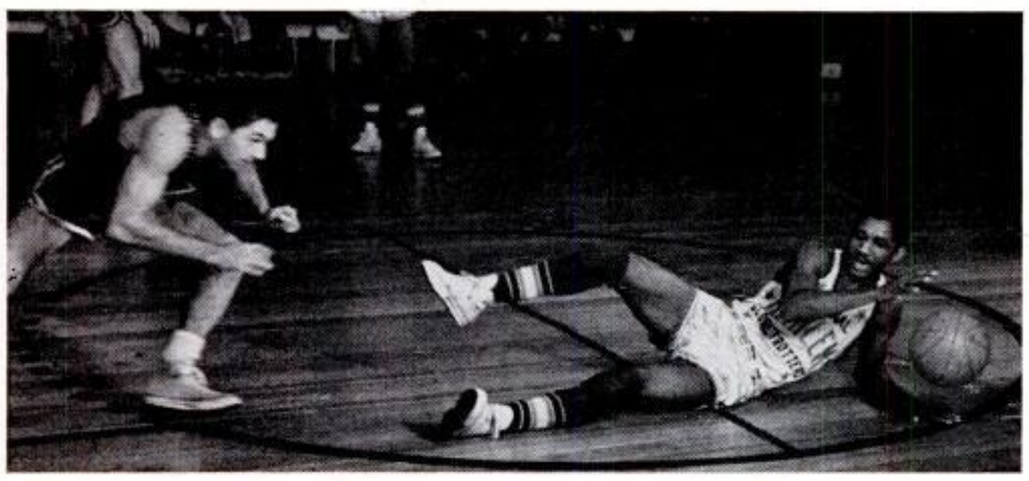
TATUM'S TALENTED TEAMMATE



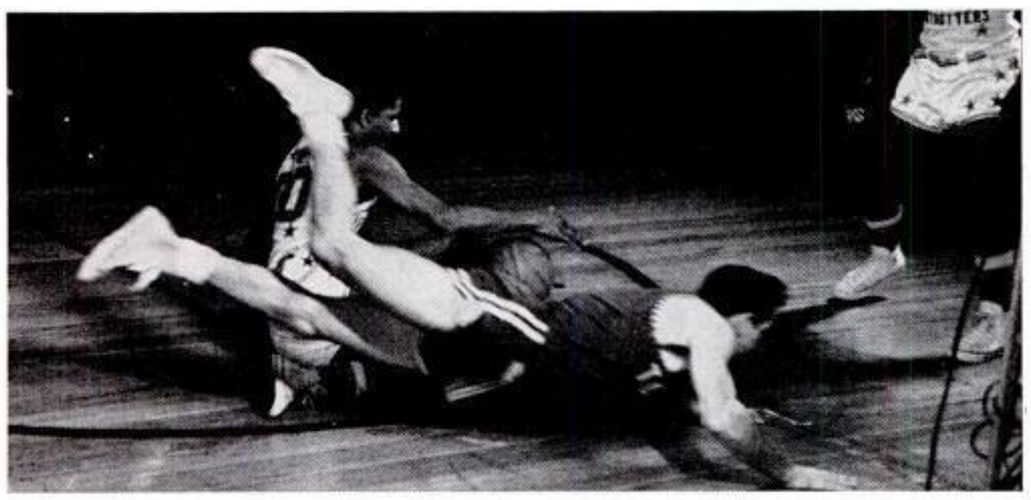
While Goose Tatum is making Globetrotter audiences laugh, another specialist (*left*) is making them gasp with his sleight of hand. He is 28-year-old Marques Haynes, the world's greatest basketball dribbler. At least once during every game Haynes puts on his dazzling act, dribbling the ball between and around opponents who seem perpetually on the verge of getting the ball but only wind up empty-handed on the floor (*below*). Performing under all conditions—he once put on his act in the rain during an outdoor game in France holding an umbrella in one hand—he controls the bounce of the ball with the touch of a concert pianist, using his thumb and little finger, and is usually worn out after his exhausting exhibition.



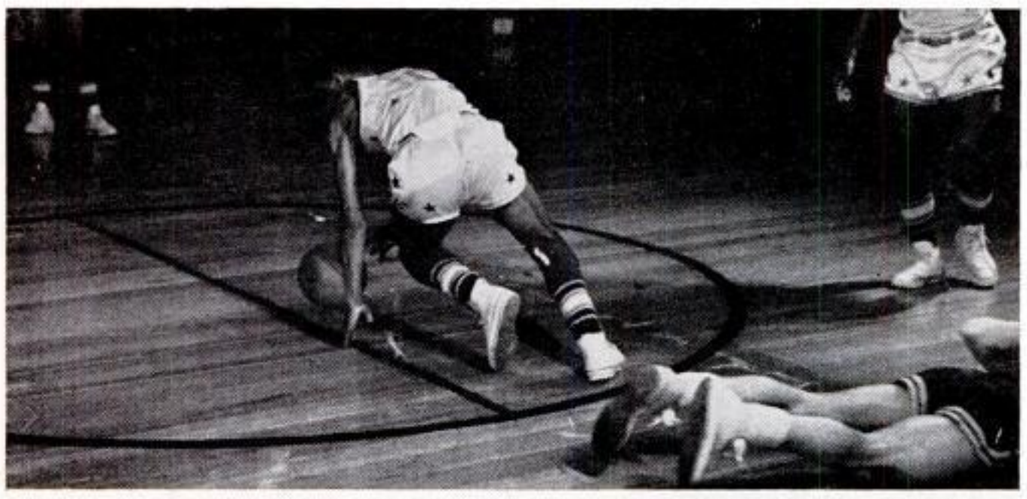
BEGINNING DRIBBLING ACT, HAYNES WATCHES AS OPPONENTS CLOSE IN



HE ELUDES THEM BY ROLLING ON BACK, KEEPING BALL UNDER CONTROL



WATCHING OPPONENTS INSTEAD OF BALL, HE EVADES HEADLONG LUNGE



ON HIS FEET AGAIN, HE LEAVES FALLEN RIVAL AND SPEEDS FOR BASKET

Better Than Beer?



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Tonight, why not try it yourself? See whether *you* are one of those who find Carling's Red Cap Ale tastes even better than beer!

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LUXURIOUS ALL-WOOL SPRING TOPCOATS*

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Sheen gabardines, colorful tweeds and checks. Single-breasted model with raglan or set-in sleeves.

*Not in our southern and far west salesrooms.



PURE VIRGIN WOOL SPRING SPORTS COATS

Nubby effects, checks, plaids, stripes, overplaids. Sizes 35 to 46. **21.95** *Usually $30*

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Spot resistant rayon gabardines and sharkskins. **5.95** *Usually 8.95*

MIX & MATCH OUR 5-PC. SUIT 9 DIFFERENT WAYS!

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Check Jacket

Belted Skirt



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Check Skirt

GET ALL 5 PIECES!

A woven rayon check jacket . . . fully rayon crepe lined. 3 skirts — kick-pleat check, belted cluster-pleat, rayon butcher linen, slim rayon sheen gabardine. PLUS rayon butcher linen blouse. Black and White, Navy and White checks. Also in flannel or check boxy style. 10 to 18.

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Shawl collar front, high-fashion belted-and-pleated back. One of many in suedes and pastel checks. Sizes 8 to 18.

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Dressy rayon and acetate taffetas, check rayon menswears, linen-like rayons. 12 to 20; 16½ to 24½.

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THE LITTLE GIRL THEY HAD TO STAR



HELEN GALLAGHER HOOFS AND WHOOPS AS HAZEL FLAGG

For eight years on Broadway, Helen Gallagher has played secondary parts in musicals (*Make a Wish*, *Pal Joey*) and always stopped the show. A little girl (5 feet 3 inches), she can yelp like a banshee, dance like an elated elf and light up the last row of a theater balcony with her wild blue eyes. Now, because she is too good to remain secondary, they have had to make Helen a star. She acts the title role in *Hazel Flagg*, a shiny hit based on Ben Hecht's 1937 movie, *Nothing Sacred* (with Carole Lombard), with songs by Jule Styne and Bob Hilliard. Hazel is the Vermont lass who gets feted in New York when a village doctor says she will die from radium poisoning in three weeks. The diagnosis has been wrong and, scared at being found out, Hazel wonders if she shouldn't flee to Paris, change her name to Laura De Maupassant. In these pictures she is singing about the joys of becoming bad but alluring Laura.

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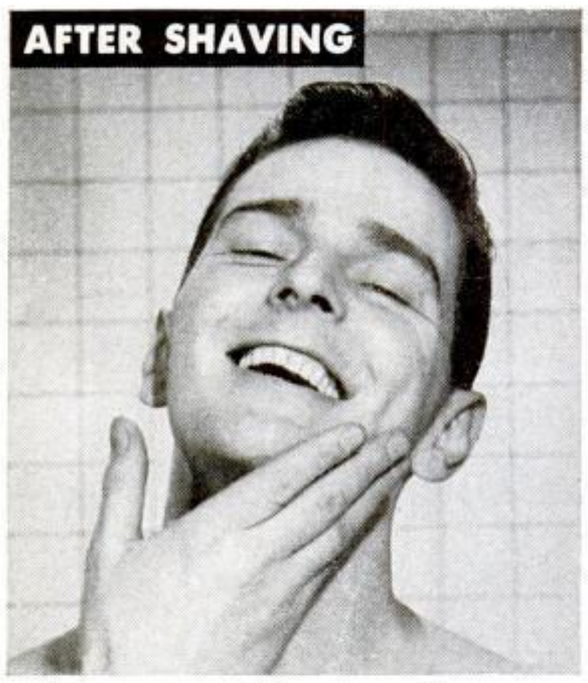






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Neutral tint won't show on your face. Helps cover nicks, blemishes. Made for *men,* of imported Italian talc, micro-pulverized for fineness.



Relieves body chafe

After every bath or shower, dust your body with this soothing, faintly-scented talc. Keeps you chafe-free and comfortable longer!



Largest selling men's talc in America



IN DANCE HALL, A FEW DAYS BEFORE SHE IS DUE TO DIE, HAZEL CRUMPLES—BUT FROM DANCING AND DRINKING



HAZEL, DOCTOR (THOMAS MITCHELL) CURE HANGOVER



TO FOOL ANOTHER DOCTOR, HAZEL FEIGNS COLLAPSE



HAZEL'S MANY SYMPATHIZERS INCLUDE BOY SCOUTS, D.A.R.s, BROADWAY'S CUTEST CHORINE, SHEREE NORTH

CONTINUED ON PAGE 106

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WHEN IT'S GOT TO BE REALLY WHITE—USE RINSO WITH SOLIUM

Rinso gets out more dirt than detergents and you usually pay about 20% less.

A chef's hat is his badge of office. If it isn't dazzling *white,* he doesn't rate. Some proud housewives we know feel the same way about their sheets, pillowcases, and the rest of their wash. They are the gals who use Rinso soap instead of chemical detergents. They want *their* wash to come out dazzling white, bless them.

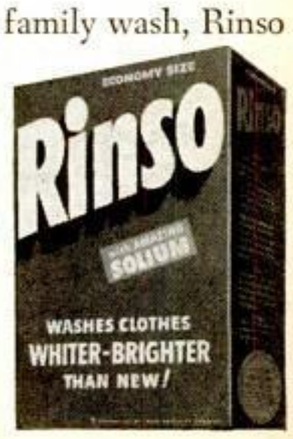
Those chemical detergents are pretty good. We make them ourselves. But we also make soap, Rinso soap, and we can assure you that when it comes to doing your family wash, Rinso does a better job on grime and dirt. Yes, indeed.

You may have noticed that your sheets and pillowcases actually look whiter after they have been washed in Rinso than when you first bought them. This is actually true. It's due to the SOLIUM in Rinso, and you can see the difference even before your wash is dry.

Our scientists can also prove that Rinso *gets out more dirt* than detergents. But, to be honest, you can't always detect this superiority with the naked eye—except when your wash is very dirty indeed. Then you will be able to see for yourself that Rinso does a better job.

You can safely wash almost any fabric in Rinso—not only your cottons, as you'd expect, but wool, nylon, rayon, orlon, linen and silk. Even your baby's diapers. And, as every alert young housewife has discovered, the mild, gentle *soap* in Rinso is kinder to your hands than harsh detergents. Last but not least, Rinso costs you less—you usually pay about 20% less for Rinso than for most detergents. Why? Because it now costs us less to make Rinso—and we *pass this saving on to you!*

It all adds up to this: for your family wash, Rinso with SOLIUM is far and away your "best buy." A great boon, and a great bargain. Rinso is unconditionally guaranteed to please you, or your money back plus postage if you return the guarantee panel from any Rinso package to Lever Brothers Company, 390 Park Avenue, New York 22, N.Y.



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HAPLESS HAZEL, fleeing from New York before her supposedly fatal illness is discovered to be a hoax, plans to stage fake suicide by jumping in the river.



RIVER BOUND, Hazel holds nose before diving. When estranged boyfriend jumps in to save her, she has to rescue him, and all ends wet but happily.

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look slim?



wear mite-sized
demi-tasse



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Elegant AND easy! For delicate topping, *just add cream to*
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check Skin Torment
Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for **D.D.D. PRESCRIPTION.**



BISCUITS
No easier way for homemade biscuits! *Just add milk to*
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SHOES FOR MEN

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Illustrated: Style #3101 in new Ambertone.
Also similar style in blue "suede and smooth."

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made in less than 15 minutes with



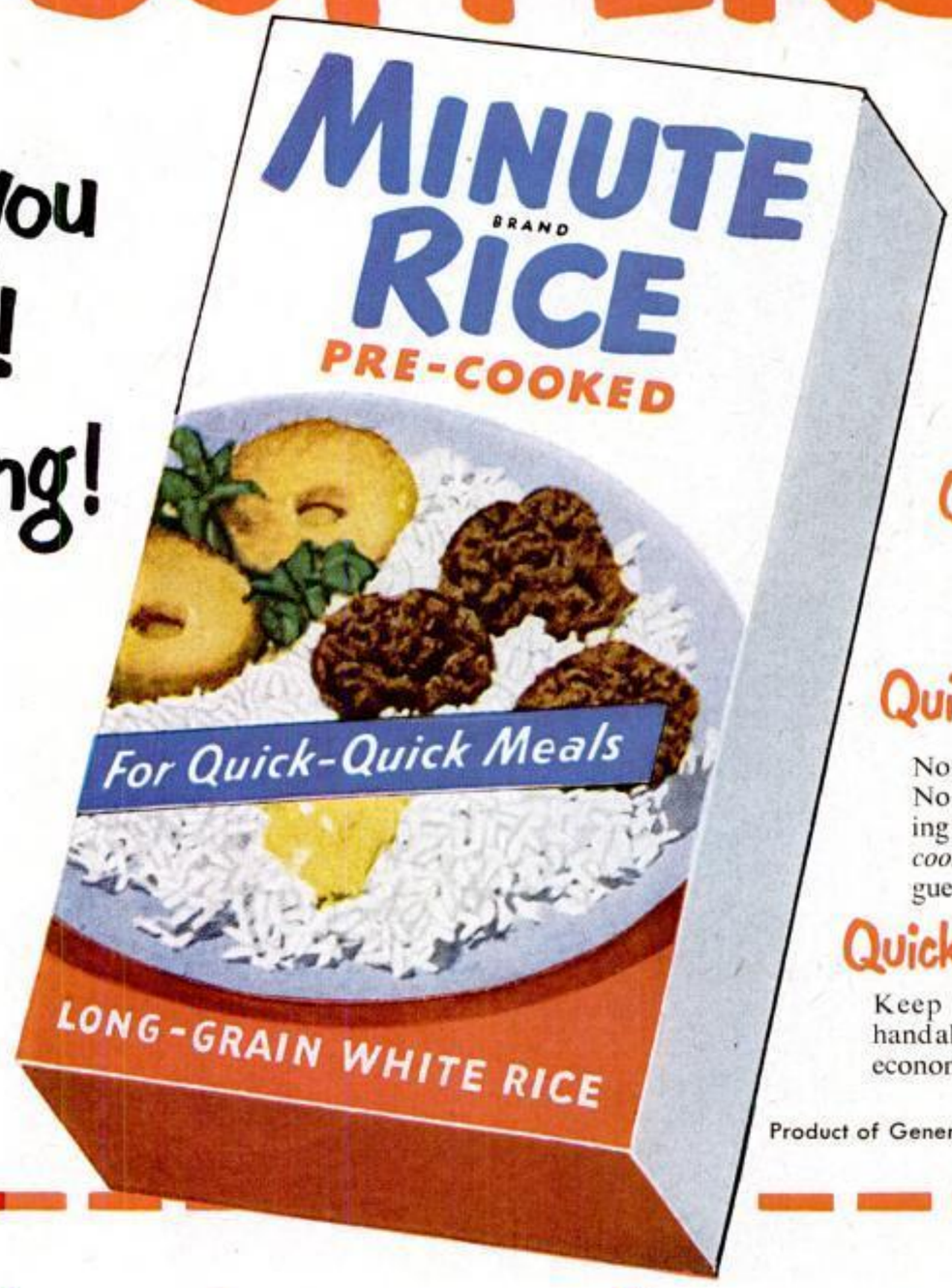
TONIGHT—TRY THIS "PICK O' THE PANTRY" SUPPER

Tuna Rice Jumble. Prepare 1⅓ cups Minute Rice as directed on package. Combine 1 can cream of mushroom soup and ½ cup milk. Heat, stirring occasionally. Add 1 can tuna fish, drained and flaked, 2 tablespoons diced pimento, and a dash of pepper. Mix and heat thoroughly. Stir in 2 teaspoons lemon juice. Add the rice and mix lightly. Garnish with lemon wedges and parsley—and serve a glamour meal to 4 or 5 in just 13 minutes. Quick, quick—and *sure* to be perfect—with Minute Rice!

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PANTRY" SUPPERS—

Meals made of things you already have on hand! COST? Just 12¢ to 23¢ a serving!



Here's the handiest cooking idea of the age . . . Minute Rice "Pick o' the Pantry" Suppers! Glamorous one-dish meals you fix in a *few minutes* with Minute Rice, canned soup, and any meat, poultry, seafood, eggs or cheese you happen to have on hand!

Think of the dozens of tempting combinations you could dish up *right now*, with things in your pantry or refrigerator. But remember—only quick, quick Minute Rice makes these meals so fast, so easy, so *sure* to be perfect!

Quick and Delicious!

Minute Rice gives you perfect rice every time! Fluffy, snowy, tender!

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Keep Minute Rice on hand always! Get the large economical *Family Size!*

Product of General Foods



Here's all you need for "PICK O' THE PANTRY" SUPPERS:

1 PACKAGE OF MINUTE RICE



PLUS

1 CAN OF CONDENSED SOUP



Cream of Chicken
Mushroom
Celery
Tomato
Vegetable
Asparagus
Green Pea

PLUS

1 CUP OF CANNED OR LEFTOVER MEAT OR SEAFOOD . . . EGGS OR CHEESE



Tuna Fish	Dried Beef
Salmon	Frankfurters
Fish Fillets	Luncheon Meat
Crab	Leftover Roast
Shrimp	Chicken
Lobster	Turkey
Bacon	Cheese
Ham	Hard-cooked eggs
Tongue	Mushrooms

For even more color and flavor, add ½ to ¾ cup of cooked or leftover peas, carrots, celery, or other vegetables—season to taste with pimento, horse-radish, mustard, chili sauce, herbs, garlic, or chopped olives.

Here's all you do:

Prepare 1⅓ cups Minute Rice as directed on package. Let stand 10 minutes. Meanwhile, heat soup and ½ cup milk in saucepan, stirring occasionally.

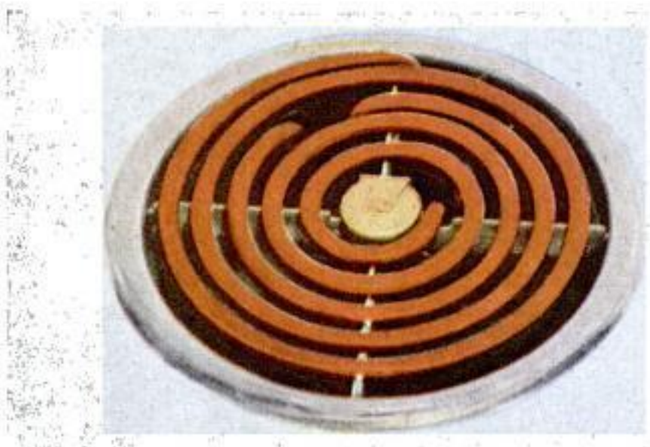
Add the cooked seafood, meat, eggs, etc. and a dash of pepper. Mix and heat. Serve with the rice—a gala treat for 4 or 5, in less than 15 minutes!

Serve "Pick o' the Pantry" Suppers in 3 different ways:

1. **À la King . . .** pour the luscious sauce over the snowy, tender Minute Rice. Simple, and simply terrific!
2. **Jumble . . .** mix the sauce lightly with the fluffy rice, and treat the family to a new taste-thrill!
3. **Casserole . . .** mix sauce and rice, top with buttered bread crumbs, brown lightly under broiler. A real glamour dish!

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Everything ready at the same time with this General Electric Two-Oven Range!

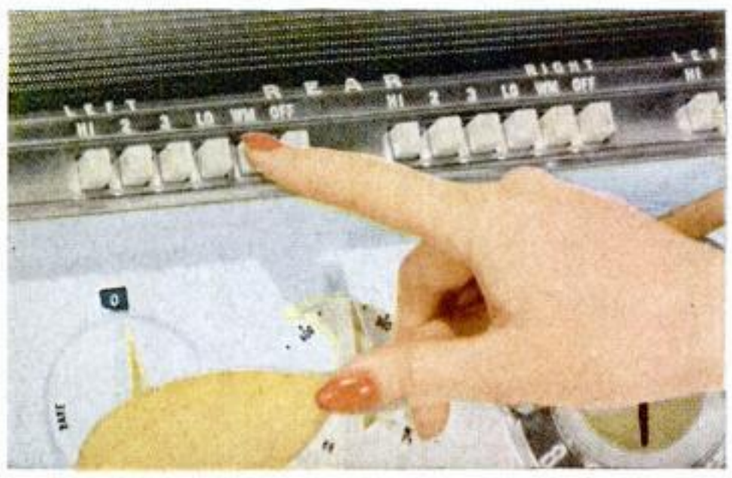


Fastest Home Electric Unit.* Quicker for top-of-range cooking than "speed units" on other leading ranges. Economical because it saves electricity. Unit is self-cleaning—spilled foods char away.

**U. S. Testing Co. test report E4991A 6-12-52 . . . made with utility-size units, using one each of 5 leading electric ranges.*



With this G-E Double-Oven Range you never need to bake "in shifts." A big standing rib-roast, a casserole and potatoes can cook in one oven . . . while two 8-inch pies and 2 pans of rolls bake in the other. Or you can broil in one oven and bake in the other. Master Oven alone holds meal for 18; is automatically controlled to cook while you're away. Both ovens bake and roast evenly, perfectly . . . broil the delicious "charcoal" way.



Pick your Heat with Pushbuttons . . . instead of by guess. Nothing to turn or adjust. Just click on whatever heat you want, from warm to speed-high. Touch another button to increase or reduce heat. 6 pushbuttons for each surface unit. Rotary switch for oven.



The "Clock that Cooks." So simple to use. Set it for any cooking time—any stopping time—you choose; put food in Master Oven. Heat goes on, food cooks, heat goes off—without a glance from you. You also get an electric Minute Timer that "watches" oven and surface cooking for periods up to 60 minutes . . . buzzes to remind you when things are done.



TWO-OVEN COOKING AT A SINGLE-OVEN PRICE!

The double-oven Constellation is only $359.95** . . . or around $3.22 a week, after small down payment. Economical to operate, too. Where electric rates are 2¢ a kilowatt hour, $2 covers monthly cost for average use by family of 4. G-E Ranges start as low as $189.95.** See your G-E dealer soon—he's in the classified phone book. General Electric Company, Louisville 2, Ky.

***Manufacturer's recommended retail price.*



Besides 2-Oven Convenience, here's even faster Speed-Cooking. General Electric's Extra-Hi-Speed Calrod® Unit heats soup, brings water to a boil faster than "speed units" on other leading ranges . . . gives you five accurate heats —like all G-E surface cooking units.

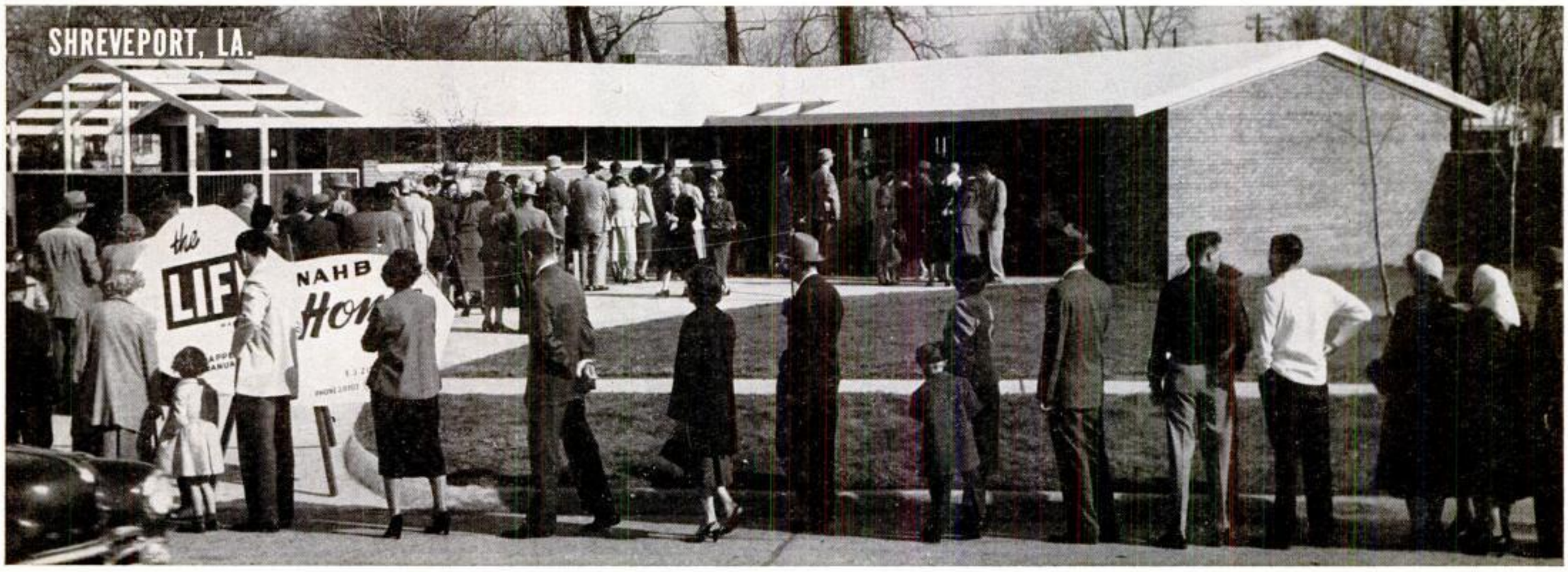
Other features that make cooking on the Constellation a pleasure are . . . Automatic Oven Timer, Minute Timer, Pushbuttons, 2 appliance outlets, 2 storage drawers. Full-length fluorescent backsplasher lamp. And, of course, electric cooking's heavenly cleanliness.

GENERAL ELECTRIC

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CROWDS BEAT PATH TO TRADE SECRETS HOUSE

All over the U.S. during the past two months builders have been finishing the Trade Secrets house which LIFE, in its special issue on the U.S. economy (Jan. 5), described as "the best housing buy in the country." As the doors of the houses were opened to the public, unprecedented crowds turned out. Builders had to call police to cope with traffic jams and struggle to regulate the flow of visitors. "This is the first time I have ever been in a bathroom with 40 people," said a woman in Texas. In Memphis (*top picture*) 10,000 people went through Builder Wallace Johnson's house on opening day and 209,000 people visited it during the first four weeks. In South Bend, Ind. (*center, above*), 20,000 people went through the Place & Co. house in three weeks. In Shreveport, La. in one week 21,000 people filed through Frank Zuzak's house. Everywhere hundreds of people wanted to sign up for an identical house on the spot.

The construction of the house, which will sell most places for $15,000 exclusive of land, is based on the shared secrets of mass builders. Adroitly engineered, it can be built economically, providing savings which are passed on to the buyer in the form of more space and more flexible living quarters. Builder Johnson plans to revamp his production setup, build 3,000 Trade Secrets houses this year. He can build one in 30 days—60 days quicker than he built his former houses. Frank Zuzak is now building 37 others. The public response to the Trade Secrets house has given builders a jolt. Reluctant to pioneer, most of them have been building the same house for years with the excuse that the average home buyer does not want anything new-fangled. Now increasing numbers of them agree with the builder in Oklahoma who visited the Trade Secrets house and said "I guess I will have to build modern houses or go out of business."

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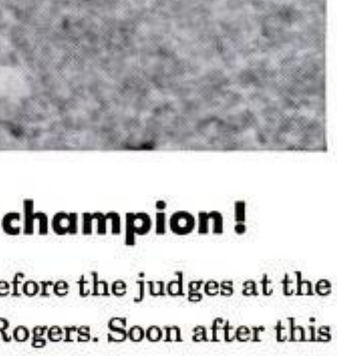


Feed your dog like this Dash-fed champion!

Champion Khan of Romanoff is taking a successful turn before the judges at the Westchester Kennel Club Dog Show with handler Anne Rogers. Soon after this photograph was taken, the aristocratic Borzoi won the best-of-breed award. Such tributes come often to Dash-fed champions. And the reason is simple. Dash gives dogs an advantage in life—the advantage of a diet fortified with *liver*. Liver is the richest of all meats in the proteins, vitamins and minerals dogs need every day. That's why Dash has helped so many dogs *look* and *feel* their very best. Your dog, too, deserves the advantage of Dash. Why not see how much Dash will do for your dog?

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—*Stops Doggy Odors*



A product of Armour and Company



60,000 PEOPLE, equal to a fourth of the city's population, have visited house. Builder Ken Stowell says it has awakened Kansas to modern design.



CROWD OF 4,000 showed up in blustery weather for Wallace Arters' opening. To builders' surprise older people like its design as much as younger ones.



RAINY OPENING did not keep people away from Robert Gerholz' house. "More crowds and praise than we've had in 30 years of building," he says.

CONTINUED ON PAGE 114

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REXALL Month-of-March Values

At Rexall Drug Stores Everywhere



EVERYDAY NEEDS

Lord Baltimore Portfolio, 36 large flat sheets, white linen-finish, with 24 matching envelopes, all complete in handy kit . . . **59¢**
Clifton Fever Thermometer, oral or rectal; easy to read, accurate, complete with case, **$1.35**
Symphony Imperial Stationery, white vellum, 100 single sheets, 50 matching envs., box. . **98¢**
Rexall Hydrogen Peroxide, USP, 3%, 4 oz. . . . **18¢**
Rexall Rubbing Alcohol, top quality, pint **69¢**
Rexall Cotton Balls, sterile, 200's **59¢**

REXALL REMEDIES

Rexall Cherry Bark Cough Syrup, 8 oz. **79¢**
Rexall Analgesic Balm, soothing relief from muscular pain, soreness, 1-oz. tube. . . . **49¢**
Rexall Antihistamine, quick relief from cold symptoms, 15 tablets **39¢**
Rexall Toothache Drops, large size. **25¢**
Fungi-Rex Greaseless, stainless ointment for relief of Athlete's Foot discomfort, 1½ oz., **63¢**
Rexall Cold Sore Lotion, ¼ oz. **29¢**

VITAMIN VALUES

Rexall Brewer's Yeast Tablets, furnish B-Complex factors, 100's **39¢**
Rexall Cod Liver Oil, high potency, pint. . . **$1.39**
Dicalcium Phosphate with Viosterol, especially good for expectant mothers, 100's. . . **$1.19**
Rexall Yeast & Iron Tablets, 100's **59¢**

MEDICINE CHEST NEEDS

Rexall Boric Acid, powder or crystals, 2 oz., **23¢**
Rexall Hygienic Powder, dissolve in water for use in spray, gargle, syringe, 6 oz. **65¢**
Glycerin Suppositories, adult or infant, 12's, **43¢**
Rexall Camphorated Oil, for sprains, bruises and aching muscles due to over-exertion, **49¢**
Rex-Eme, greaseless, stainless medicated cream for relief of skin irritations, 5½-oz. jar, **49¢**
Rexall Glycerin & Rose Water, time-tested skin-softener and conditioner, 4 oz. . . . **49¢**
Rexall Castor Oil, dependable action, 3 oz., **43¢**
Rexall Tincture of Benzoin Compound, use as steam inhalant for soothing relief from congestion of head and chest colds, 1-oz. tube, **35¢**

TOILETRIES

Cara Nome Cold or Cleansing Cream, 3 oz., **$1.10**
Cara Nome Hand Cream, softens, beautifies, protects; use night and morning; 4 oz., **$1.10**
Cara Nome Face Powder, choose from compressed in 4 flattering shades or regular in 8 shades **$1.10**
Rexall Cream Hair Tonic, with lanolin, 5 oz., **53¢**

FIRST AID HELPS

Rexall Plastic Quik-Bands, elastic adhesive bandages that stretch and cling—even to knuckles; flesh color, waterproof, 27's, **39¢**
Rexall First Aid Kit, 11 essential items plus First Aid manual in metal kit; ideal for glove compartment, office, home, school . . **$2.25**
Rexall Absorbent Cotton, sterile, 1 oz. **19¢**
Rexall Gauze Bandage, sterile, 2" x 10 yd. . . **27¢**
Rexall Mercurochrome, with applicator, ½ oz., **25¢**
Rexall Tincture Iodine, with applicator, 1 oz., **29¢**



LAUGH WITH AMOS 'N' ANDY EVERY SUNDAY. 7:30 PM EST, ON CBS RADIO NETWORK FOR REXALL

Alco-Rex Rubbing Alcohol Compound, *full pint,* **49¢**
Rexall Mi-3I, *amber-color mouthwash, gargle, breath-deodorant and all-purpose antiseptic, pint,* **79¢**
Rexall Aspirin, *no finer, faster-acting aspirin made. 100 5-grain tablets* **54¢**
Symbol Household Gloves, *natural latex, non-slip fingers; small, medium, large sizes; pair* **79¢**
Monacet APC Compound, *time-tested pain-relief formula; contains aspirin; 25 tablets* . . . **29¢**
Rexall Petrofol Mineral Oil, *extra-heavy body; non-fattening; non-habit-forming, pint,* **59¢**
Rexall Witch Hazel, *astringent skin freshener, pint* . . **49¢**
Rexall Anapac, *Antihistamine and APC Compound for all-around cold symptom relief, 15 tabs.,* **49¢**
Honeycomb Chips, *coated with rich milk chocolate; flavor-sealed package* **49¢**

½ Price ELKAYS MOTH FUME CRYSTALS



1 Lb. 79¢ Value **NOW 39¢**

Kill clothes moths and larvae; may be used freely. Stock up—and save.

LOSE UP TO 5 POUNDS A WEEK FOR ONLY PENNIES PER DAY
Ann Delafield REDUCING PLAN



ONLY $6.95
SEE WHAT YOU GET
- 116-page book giving plan, menus, beauty tips
- 30-day supply of Appetite Reducer Wafers
- 30-day supply of Ann Delafield Vitamin Capsules

Compare . . . so few cents a day for the only **complete** reducing and beauty plan. It's the new, scientific way to slender loveliness and better health that's easy and fun. You don't count calories. You don't starve. You don't take back-breaking exercise. Ann Delafield has helped more people lose weight than any other woman in the world. Let her help you start losing weight **today.** NOTE: **have your Rexall Family Druggist show you the new Ann Delafield cosmetics.**

Rexall Drug Products are guaranteed to give satisfaction or your money back

Save $1.06 PARIS IN SPRING COLOGNE SET



Reg. $2.25 **NOW $1.19**

Trio to treasure! Flower-fresh colognes in three romantic fragrances —Lilac, Violet, Orchid-Carnation.

STAG HAIR OIL

6 Oz. Reg. 75¢ **NOW 49¢**



Non-sticky, pleasantly scented. Keeps that "just-combed" look for hours.

ACID-INDIGESTION? Try BISMA-REX



4¾ Oz. **69¢**

This famous formula—a Rexall exclusive —neutralizes excess stomach acidity in less than one minute . . . eases gastric distress . . . leaves a soothing, protective covering on irritated stomach membranes.

Homemaid PEANUT BRITTLE



1 Lb. *Special* **49¢**

Luscious, crunchy goodness at a low, low price.

KITCHEN-FRESH COTTAGE CHOCOLATES

1 Lb. **$1.10**



Choice selections made with real cream and butter, coated with dark and milk chocolate.

It's Waterproof REXALL PRO-CAP ADHESIVE TAPE



1" x 5 Yd. Reg. 35¢ **NOW 24¢**

Sticks better . . . stays put longer . . . is less irritating. Buy several rolls at this special price.

COMMERCIAL ENVELOPES



100 for only **27¢**

6¾ size, white-wove quality, in handy cardboard carton.

stag BRUSHLESS SHAVE CREAM



Jumbo Tube **50¢**

Stays moist longer for quicker, closer, face-happy shaves.

Stag After-Shave Lotion, 3 oz. **40¢**
Stag Coolated or Bay Rum Lather Shave Cream, 3¼ oz. **40¢**

REXALL De Luxe TOOTH BRUSH 59¢



Six medically-approved styles . . . with longer-lasting, water-repellent Hyzon bristles and fine texture Nylon model.

TAKING VITAMINS? Take the kind that gives you 3 big extras . . . plus Red Vitamin B_{12} REXALL PLENAMINS



72's **$2.59**

Your health, your appearance, your ability to earn a living—all may be affected by failure to supplement your diet with a protective yet non-fattening multi-vitamin product. Give yourself the plus-protection of Plenamins — the tiny, easy-to-swallow capsules that give you **more** than your daily minimum requirement of all vitamins with known minimums . . . **plus** Folic Acid, Liver Concentrate, Iron and Vitamin B_{12}.

COLD RELIEF BARGAIN



ELECTREX VAPORIZER and REXALL TINCTURE OF BENZOIN COMPOUND

Reg. $5.55 — Both for Only **$4.49**

A soothing steam inhalant for relieving the congestion and discomfort of head and chest colds. Vaporizer has 3-hour capacity, thermostat control.

5-Year Guarantee KANTLEEK DELUXE HOT WATER BOTTLE



Over 2 Qts. **$3.00**

One-piece, solid-neck construction.

Kantleek DeLuxe Fountain Syringe, $3.50
Kantleek DeLuxe Comb. Syringe . . $4.00

CARA NOME INDELIBLE LIPSTICK



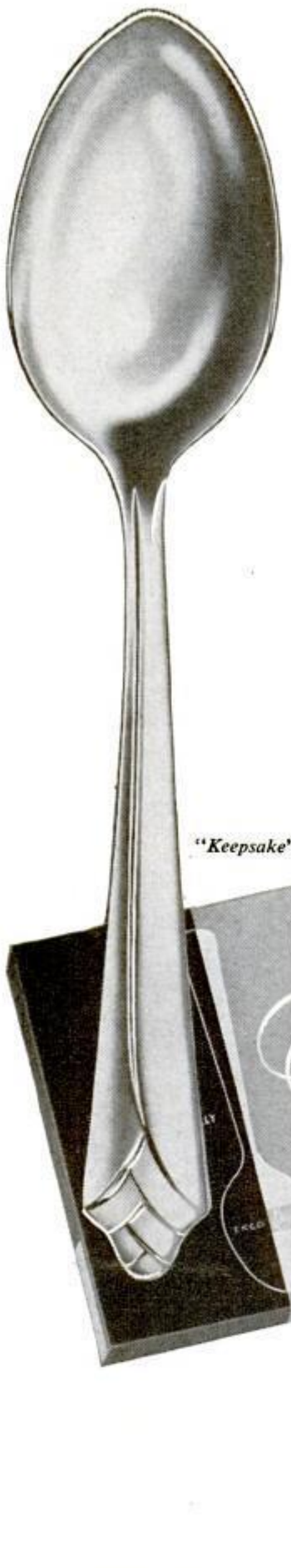
10 Glamorous Shades **$1.10**

Non-smear, non-drying . . . clings for hours and hours.

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Company, Los Angeles 48, California.

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

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Here's "every day" tableware with a "company" look!

"Keepsake"



"KEEPSAKE"
26 Piece Set
Service for 6
only $8.95*

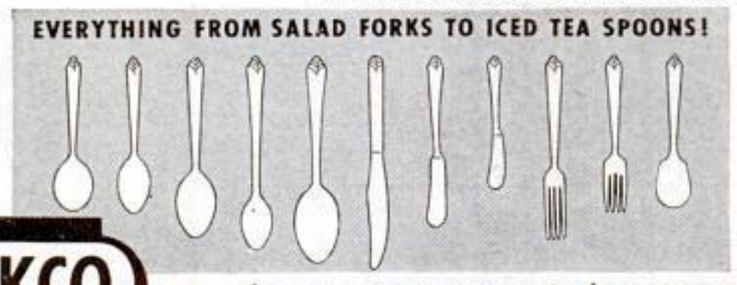
EKCO Solid Stainless Steel

BEAUTIFUL! PRACTICAL! ECONOMICAL!

Set a gracious table every meal . . . every day with Ekco's solid stainless steel in the lovely Keepsake pattern shown above. Ekco's stainless is the choice of smart moderns because, unlike plated silver, its finish never wears off . . . its high polish never tarnishes! And unlike other "every day" stainless, Ekco gives you a wide assortment of lovely pieces. In addition to the basic dinner knives and forks, teaspoons, and dessert spoons, you can get tablespoons, cream soup spoons, iced tea spoons, salad forks, butter spreaders, a butter knife and sugar shell! Every piece is gracefully designed with finished edges to give you "every day" tableware with a "company" look!

Ekco's lovely Keepsake pattern costs so little (most pieces are 29¢*) there's no need to wait. Get your set now wherever fine housewares are sold . . . use it every day . . . enjoy it for a lifetime!

*May be slightly higher in Western States



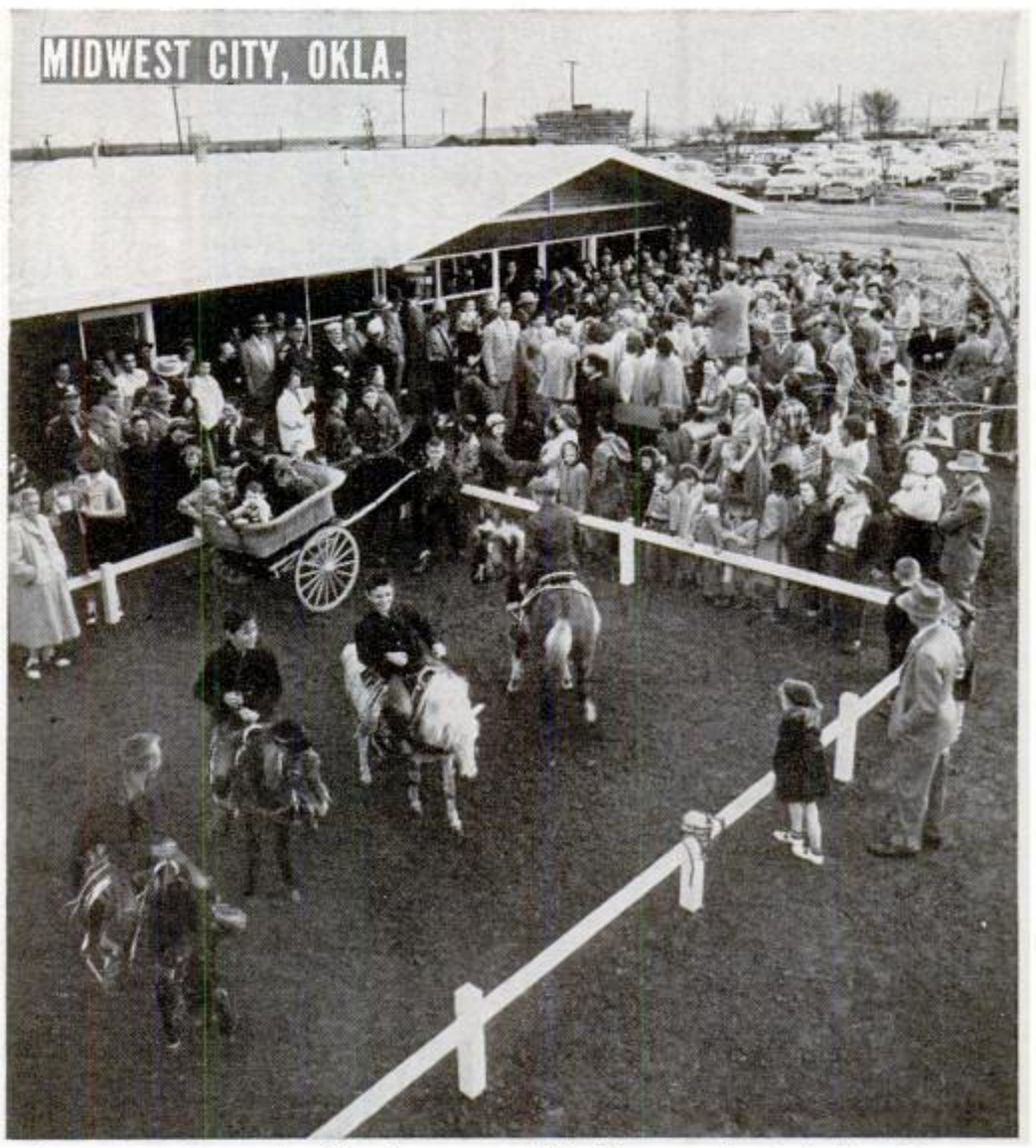
EKCO . . . the greatest name in housewares

EKCO PRODUCTS COMPANY, 1949 No. Cicero Ave., CHICAGO 39, ILLINOIS

Also sold in Canada by Ekco Products Company, (Canada) Ltd., Toronto



NEW FEATURES were studied approvingly by crowds at Leslie Hill's house. Best of all they liked openness of floor plan and easy access to outdoor living.



NEW DESIGN unfamiliar in area was liked by crowds, including Governor and Mrs. Johnston Murray. Builder Atkinson's ponies kept children busy.

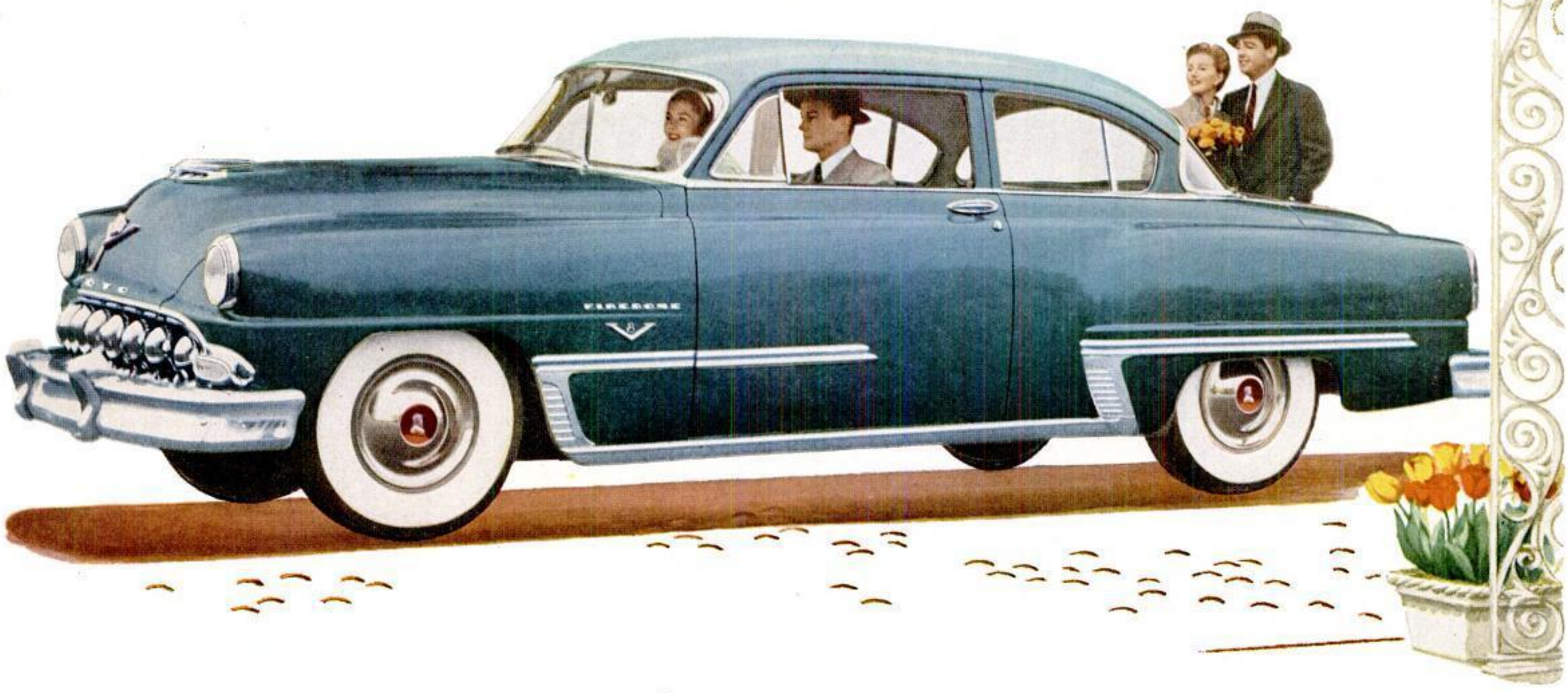


OPEN KITCHEN and storage walls are most popular features of Ned Cole's house. Glass areas, big terraces, raised fireplace also draw special comment.

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THE *Distinguished* DE SOTO

FOR 1953



World's Most Powerful Engine Design! *Full* Power Steering! Power Brakes!

Choosing a new car this year is more exciting than it has been for a long time. More important, too. For this year the differences aren't minor ones. They're big, fundamental ones.

Take the new De Soto, for instance. It's *all* new—new longer, lower body, new swept-back fenders, new lower hood for better, safer, "sit-back-and-relax" visibility. There's a new immense one-piece curved windshield and a rear window that sweeps around both sides. But the differences go a lot deeper than that.

De Soto performs differently from ordinary cars. With Full Power Steering (it works *all* the time), you don't steer De Soto, you *guide* it. You have safer control for bad ruts and soft shoulders. You park with a twist of a wrist.

De Soto's great Fluid Drive with Tip-Toe Shift means driving all day without shifting. De Soto Power Brakes need far less pedal pressure. Both the 160 h.p. Fire Dome V-8 (*world's most powerful engine design*) and the Powermaster Six give top performance on regular gas.

Yes, cars are *really* different this year. Compare them. Find how truly noteworthy De Soto is. See it. Drive it. You'll be very glad you did.

De Soto Division, Chrysler Corporation

See De Soto's new, distinctive styling! New, longer, swept-back fenders! And a big new trunk that holds 44% more.



DE SOTO *Famous for Fine Engineering*

The 160 h.p. Firedome V-8 and The Powermaster 6

DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both Radio and Television . . . NBC networks.

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New 27-in. TV

by Magnavox outperforms all other TV!

Proof Tests Prove Magnavox Wonder Sets Far Ahead Of Others. Make Your Own Proof Test At Your Magnavox Dealer's And Be Convinced That Here Is The Quality Leader Of Television.

The TV of tomorrow is yours today. Greatest television achievement in years. And it comes from Magnavox, the company with a heritage for specialization and leadership in electronics.



27-inch screen. The picture is so large and presents such a realistic "down-front" effect that it makes ordinary television seem like watching a peep show.

New form factor. This advanced design permits Magnavox to put this giant wonder set in a beautiful and compact cabinet with cubic content no larger than many 20-inch consoles.



15 new Magnavox models. These 27-inch and 21-inch "eager beaver" long-distance receivers reach out to bring in distant stations. And thanks to the Magnascope Big-Picture System, glare and reflections are eliminated by slanted Reflection Barriers and Optically-Filtered Screens.

Three-dimension realism. Amazing refinements have been made in the celebrated Magnavox high-fidelity sound system. The result is a fullness of sound that actually lends a third-dimension illusion of realism to the television picture. Only Magnavox, pioneers in high-fidelity sound reproduction, could bring you this remarkable advancement.

Ear-level sound. An acoustical diffuser slants sound upward, away from sound-deadening floor coverings, gives concert hall tone at ear level.

Built-in All-channel UHF tuner operates on all 70 new UHF channels, without sacrificing any of the present stations. Available in all new Magnavox models.

Magnificent Magnavox cabinets of heirloom quality enhance the beauty of any room. Magnavox offers the perfect design, wood and finish for your own proud home.



Make the Proof Test. Before you buy any TV set, see a Magnavox superiority Proof Test at your Magnavox dealer's. Learn why Magnavox outperforms all other television.

The Magnavox Company, Ft. Wayne, Ind. Makers of The Finest In TV And Radio-Phonographs.

Direct Distribution Gives You Greatest Values

Magnavox deals direct with the nation's fine stores—saving the distribution expense of middlemen. This saves you money and gives you greater value. See your classified phone book for dealer nearest you.

Magnavox 27-inch *International Modern* (left) in oak or genuine mahogany. Powered by the sensational new Deluxe LD 107 chassis, this receiver excels any other in picture and sound performance. A value that is unequalled at **$595.00**

***The Holiday* 21-inch TV console** (right) with powerful new Custom 105 MX long-distance chassis. In oak $315; Mahogany finish. . . **$298.50**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

BETTER SIGHT . . . BETTER SOUND . . . BETTER BUY . . .

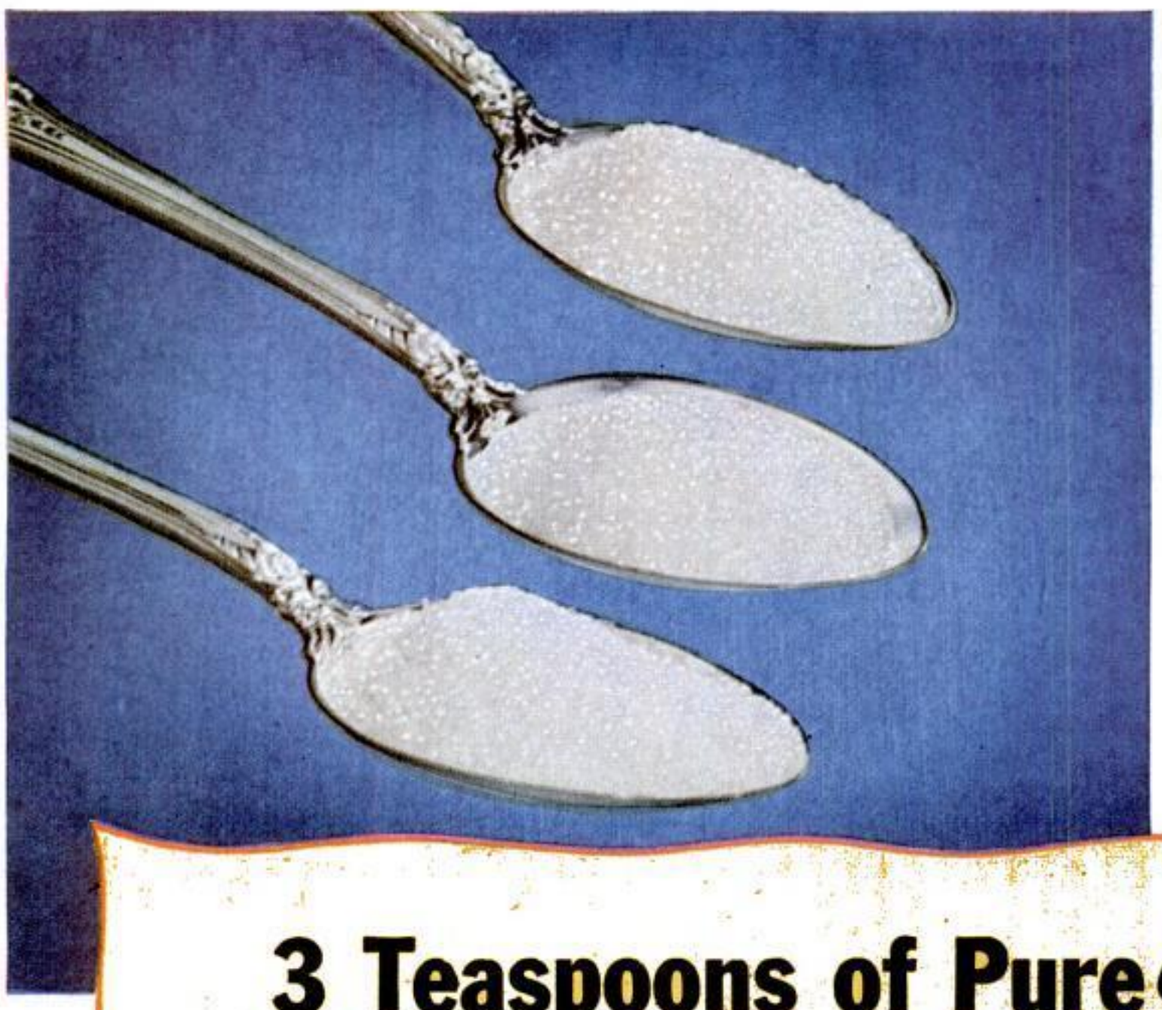


Magnavox

magnificent television

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Which Is LESS FATTENING?





3 Teaspoons of Pure *Domino* Sugar Contain Fewer Calories than ½ medium Grapefruit!

And **3 teaspoons of Domino Sugar** contain fewer calories than 1 apple!

Yes, 3 teaspoons contain fewer calories than ⅓ cup of cottage cheese!

"Counting calories" nowadays? You should know that generous amounts of Domino Granulated Sugar used in your favorite foods and beverages *contain fewer calories* than usual servings of many foods regularly included in reducing diets.

Nutritionists say that *no single* food is fattening unless you take in more calories than your body uses up. Grapefruit, apples, and cottage cheese are excellent foods . . . but, sugar, too, is nutritionally important in the well-balanced diet you need for good health.

So don't deny yourself the pleasureful *extra flavor* that Domino Sugar adds to your daily meals. And always insist on Domino Pure Cane Sugar because only *one* sugar is Domino pure!



Remember—
Only ONE Sugar is
Domino Pure!



Domino **Granulated—Old Fashioned Brown—Light Brown—Confectioners—Tablets**

AMERICA'S LARGEST SELLING SUGARS

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IN LOBBY OF CHURCH, ONCE A MOVIE THEATER, DEACONS AND OTHER OFFICIALS LOOK FROM BALCONY ON YOUNG MINISTER, WHO IS 6 FEET 2½ INCHES TALL

A 17-YEAR-OLD MINISTER

High school student who preached first sermon at 13 is pastor of a Baptist church in Cincinnati

Lasserre Bradley Jr., who had always felt that he had a calling to be a minister, preached his first sermon at the age of 13 in a small Baptist church near his home in Lexington, Ky. The congregation was amazed and delighted by the sermon, which was entitled "Prepare to Meet Thy God." At 15 Lasserre organized a congregation in a backwoods community in Kentucky, and the next year his congregation asked Lasserre's home church to ordain their young leader. He was brought before a panel of some 20 ministers who, knowing that their action might be held up to ridicule, made their questions harder than usual. Lasserre had never studied theology formally but he answered questions about the Bible and Baptist doctrine without a flaw and was promptly ordained.

Today, the Rev. Mr. Bradley, only 17 and still in high school, is pastor of the large New Testament Baptist church in Cincinnati. He drives there each weekend to preach, baptize and conduct funerals and weddings.

CONTINUED ON NEXT PAGE

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CONSTIPATED?

Take Ex-Lax— America's Best-Tasting Laxative Tonight...



"FEEL LIKE YOURSELF" TOMORROW!

"Sleep away" constipation—by taking a laxative that won't spoil your night's rest. Change to gentle but satisfying Ex-Lax. You can take it at night . . . sleep is undisturbed . . . next morning you get the relief you wished. When next you need a laxative—bedtime or *any other* time—take Ex-Lax and avoid embarrassing urgency.

Easy way to take a laxative. (1) *Ex-Lax is easy to take* whenever you take it. No spoon. No glass. Nothing to mix or measure. (2) *Easy to like*—tastes as good as any piece of chocolate you—or your children—ever ate. (3) *Easy on you*—not harsh, not fast-acting. Change to mild and thorough Ex-Lax.



Children Love It!

They love its delicious chocolate taste. No chalky, bitter or salty taste. When they take Ex-Lax at bedtime sleep is undisturbed—(and they won't disturb you!)



Purse-size 6 tablets only **12¢**

Economy-size 18 tablets only **30¢**

Don't miss "THE DOCTOR'S WIFE" Every day on NBC Mon. thru Fri.

America's Best-Tasting Laxative!

USE LESS OIL GET THE LONG QUART



LONG because it lasts long—saves added quarts between oil changes

This 100% Pennsylvania motor oil with THE *Tough-Film*® stands up under intense heat . . . resists formation of oil-wasting engine deposits. Your engine stays cleaner, smoother running . . . *uses less oil!*

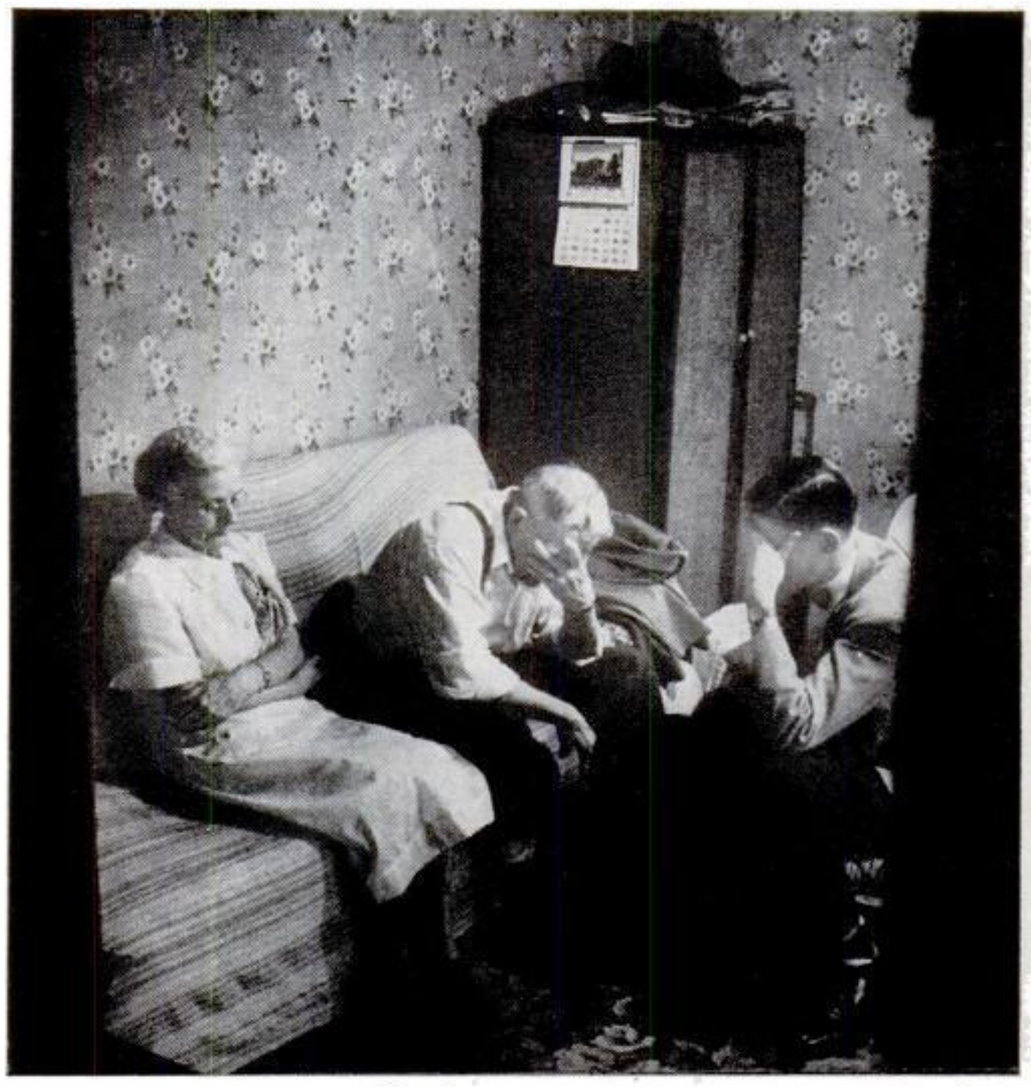
Pennzoil gives all engines an extra margin of safety. There's a correct grade and type of Pennzoil for YOUR car and driving conditions.

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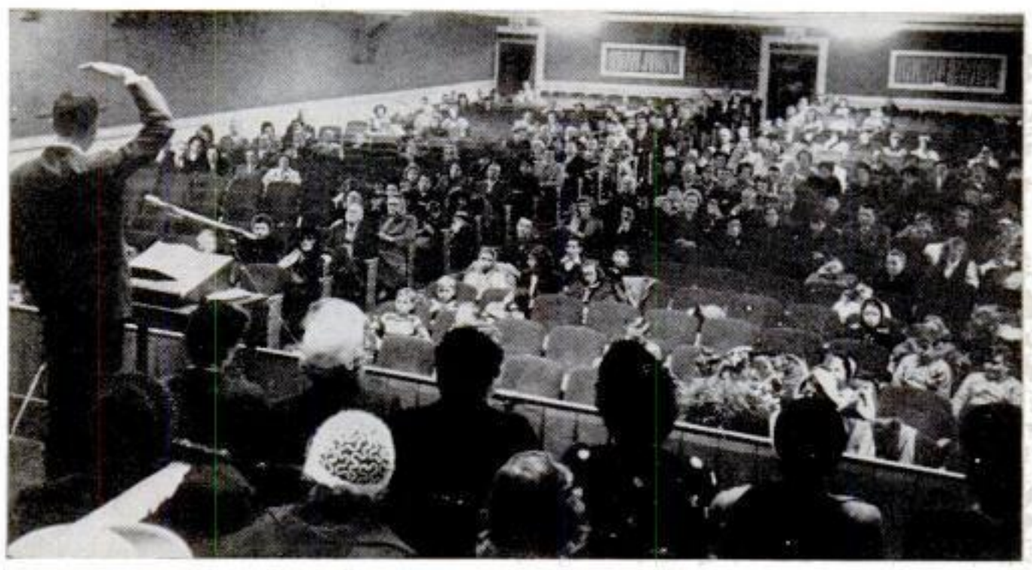
Sound your Z at this sign...

PENNZOIL® MOTOR OIL AND LUBRICANTS AT BETTER DEALERS . . . COAST TO COAST

SOUND YOUR Z
100% Pure Pennsylvania
PENNZOIL
Safe Lubrication



A QUIET PRAYER is said by Lasserre in the home of Mr. and Mrs. John Watson. Watson, who is 72, asked for prayer because he had been in ill health.



A ROUSING SERMON is preached by Mr. Bradley to congregation whose attendance was cut down by bad weather. Church still has old theater seats.



AN OFFICIAL VISIT is paid to young married couple. Lasserre wants 19-year-old Richard Schleicher to join his church. His wife is already a member.

CONTINUED ON PAGE 122

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You're the star of this Road Show!



You step into a Pullman and learn at once you're in for the "spotlight treatment." In fact, right from the start, you'll be playing the leading role as though it were written especially for you.



When it's time to play the bedroom scene, you curl up in a roomy Pullman bed. Place your head on a soft, fluffy pillow. And dream about how smart you were to choose the safest, surest, most comfortable way to travel.



After a restful night, you have everything you need to sparkle like a starlet: Soap, towels, hot and cold running water . . . all the conveniences of home in your private Pullman accommodation.



This is the one part of going Pullman that dramatizes your good travel judgement. Delicious food, prepared the way you like it, is served in a setting so inviting that no other eat-on-the-go arrangement can possibly match it.

You walk off with rave reviews, *rested*, *relaxed*, *refreshed*. Now you know, from first hand experience, why the Pullman "Road Show" plays to more than 50,000 enthusiastic travelers every night.



Have you discovered

PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

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SCORCH RESISTANT

Zedalon

Perfect Cover for
Steam & Dry Ironing



SCORCH TESTS PROVE ZEDALON BEST



Actual photographs show what happens when you leave a hot iron (500°) on your ironing cover. See how Zedalon resists scorching even more than any asbestos type—and far more than any cotton ironing covers! No wonder Zedalon outwears other covers up to 5 to 1.

OUTWEARS OTHERS UP TO 5 TO 1

It's here now . . . a miracle fabric for ironing table covers! Zedalon outwears others up to 5 to 1. Stays snug as a glove—always. Fits all standard size ironing tables. Priced low, so everyone can afford long-wearing and easy-ironing Proctor Zedalon covers.

Guaranteed by Good Housekeeping

Windsor Deluxe Model Available $6.95

PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

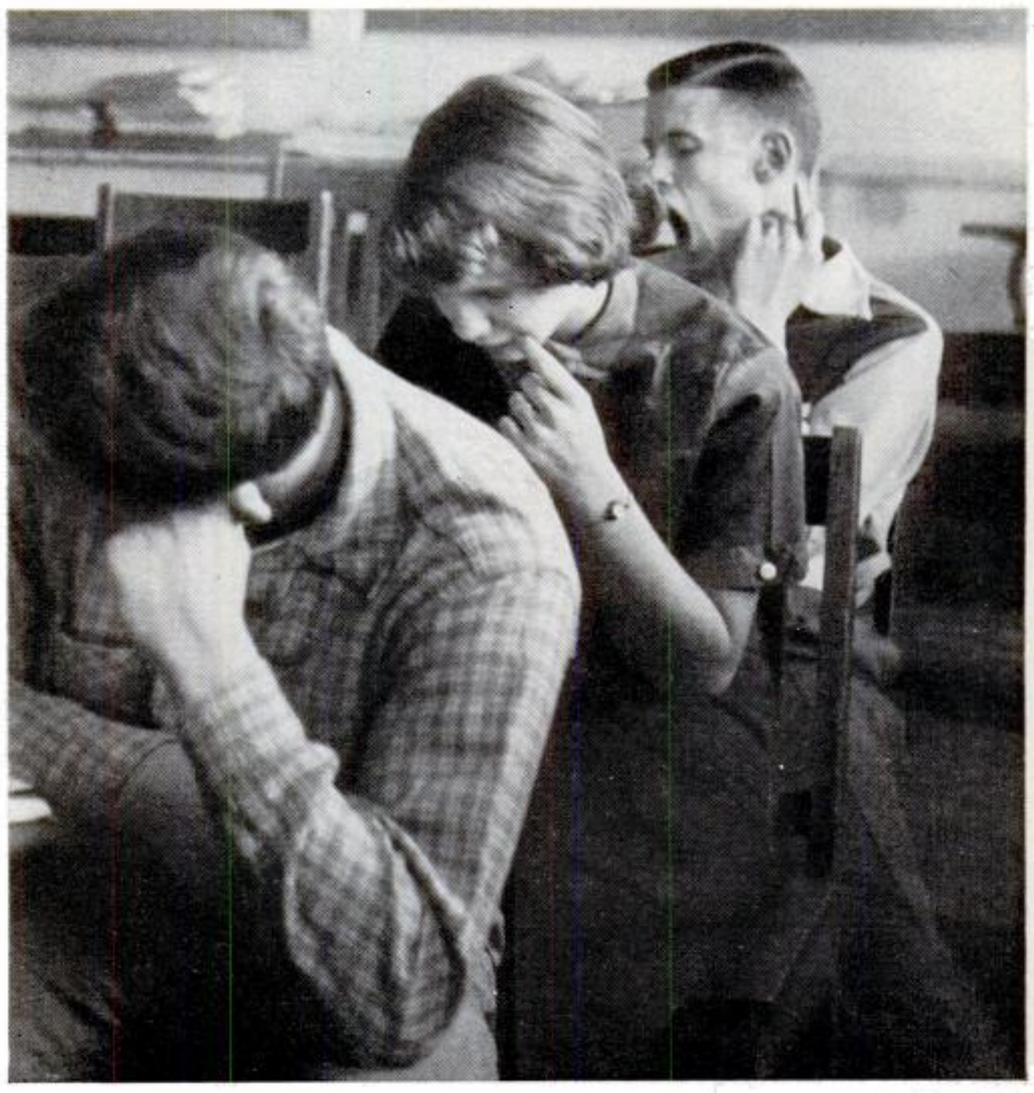
Proctor Electric Company, 3rd St. & Hunting Park Ave., Philadelphia 40, Pa.



NOTE TO TEACHER had to be written by Lasserre's mother when he was late for school one Monday because of bad driving conditions from Cincinnati.

HE KEEPS A HEAVY SCHEDULE

On Friday afternoons, after finishing school, Lasserre jumps into a car given him by an auto dealer and drives 97 miles to Cincinnati. Over the weekend he eats and sleeps in the homes of members of his congregation, getting up early Monday to be back home in time for school. His congregation, an independent Baptist group, was hesitant at first about taking on so young a minister. But under his leadership membership has jumped from 480 to 530, and the congregation, which used to rent quarters, has completed negotiations for buying an old theater for $110,000 to be its church. Lasserre, who graduates from high school in June, plans to continue as pastor while going to college.



A TIRED STUDENT after weekend labors, Lasserre yawns in his class. He is associate editor of school paper and is National Honor Society member.

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New! Amazing! "Best Mix Ever!"

MAKES LUSCIOUS CAKES THAT STAY AS FRESH AS CAKES MADE THE OLD-FASHIONED WAY!



NEW

Swans Down Golden Yellow Cake Mix

Newest of the famous Swans Down Cake Mixes!



Real, old-fashioned, home-baked goodness!
Clear, golden color of farm-fresh egg yolks!
Texture that's feather-light, moist and luscious!

NOW AT YOUR GROCER'S—Get a Package Today!



Now all Swans Down Cake Mixes come in bright red packages.

★See "Our Miss Brooks" on TV Friday nights—starring Eve Arden.

Products of General Foods

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Imagine! A Kelvinator Electric Range only  30-inches wide with the

NEW "GREAT SCOT" OVEN!

IT'S A WHOLE ROAST WIDER THAN MOST!

Now you can have everything you've ever wanted in a range . . .
plus automatic cooking . . . for only $2.45† a week.



This oven is large enough to cook even the biggest meal, yet the range itself is no wider than a card table.

Here's the range value of the year! This new, compact Kelvinator with its "Great Scot" oven offers you de luxe features found in far more expensive ranges, but it's priced among the lowest. Built-in electric clock and oven-timer lets you cook complete meals . . . away from home. Just set it and forget it . . . it starts, times and stops cooking operations *automatically*. Exclusive "Heat-Lock" oven door seals heat inside for better baking results . . . greater economy . . . and a cool kitchen. Smokeless radiant-heat broiler cooks steaks as tender and juicy as an open charcoal fire . . . with none of the fuss or mess. High-speed surface units have 7 exact cooking heats . . . for your convenience and greater cooking flexibility. Range-top lighting illuminates cooking surface . . . gives you shadow-free, glareless light. Superfast oven heats to 350° in just 5 minutes for baking and roasting without waiting. See this big-meal, small-space, low-priced range at your dealer's. You'll see why it's time to get Kelvinator!

†After minimum down payment.



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Kelvinator Electric Range Model ER-353 (illustrated) costs only $229.95*

ALL-NEW 1953 KELVINATOR ELECTRIC RANGES



Now you can select a Kelvinator range to meet your exact requirements . . . from a complete new line of models that fit every budget. Choose from both single and double-oven styles in a wide range of prices . . . with a wide variety of exciting new features. There are models with Kelvinator's "Automatic Cook" that mind your cooking while you're away. Some have "Scotch Kettle" deep-well cookers . . . roomy, glide-out storage drawers. All have high-speed surface units with 7 exact cooking speeds, handy appliance outlet, giant quick-heat ovens and other Kelvinator features that make easier and better cooking. See your dealer now . . . you can have your new Kelvinator Range for only dimes a day.

NO MORE HIDE-AND-SEEK WITH FOODS



On the new 1953 Kelvinator Refrigerators you'll find Roll-Out Dairy Shelf . . . "Magic Cycle"** defrosting . . . a spacious freezer chest . . . cold space galore, clear to the floor . . . two giant Crispers . . . shelves in the door . . . and many other up-to-the-minute features. Only $3.53† a week puts a new "Magic Cycle" Kelvinator in your kitchen . . . even less when you trade in your old refrigerator.

*Manufacturer's suggested retail price, including delivery.
**Patent applied for.

REDUCE FOOD BILLS . . . GAIN SHOPPING CONVENIENCE



Kelvinator's home freezers—the most modern in the field. You'll spend less time shopping . . . spend less time in the kitchen . . . and feed your family better meals . . . and users report average savings of $14.51 per month. For only $2.79† a week you can have a new 6 cu. ft. Kelvinator in your kitchen. Also available in 9, 13 and 20 cu. ft. sizes.

NEW KELVINATOR CABINETS—STYLED FOR BEAUTY—DESIGNED FOR UTILITY



These beautiful steel cabinets are truly fitting companions for your new Kelvinator electric appliances. All-new Pantryettes (wall units) with frosted glass sliding doors eliminate the dangers of head bumps . . . smooth surfaces unmarred by unsightly fittings are easier to clean . . . make other cabinets obsolete. Base cabinets have "Contour Front" design to provide ample knee room. A complete range of sizes and accessories allows you to choose the combination you want.

CONSIDER KELVINATOR BEFORE YOU BUY—Stop in at your Kelvinator dealer's now and let him show you the Kelvinator parade of products for better living and greater convenience and comfort. Ask him, too, about his easy budget financing plan and liberal trade-in policy.

LOOK AT THE FEATURES... LOOK AT THE BEAUTY... LOOK AT THE PRICE...

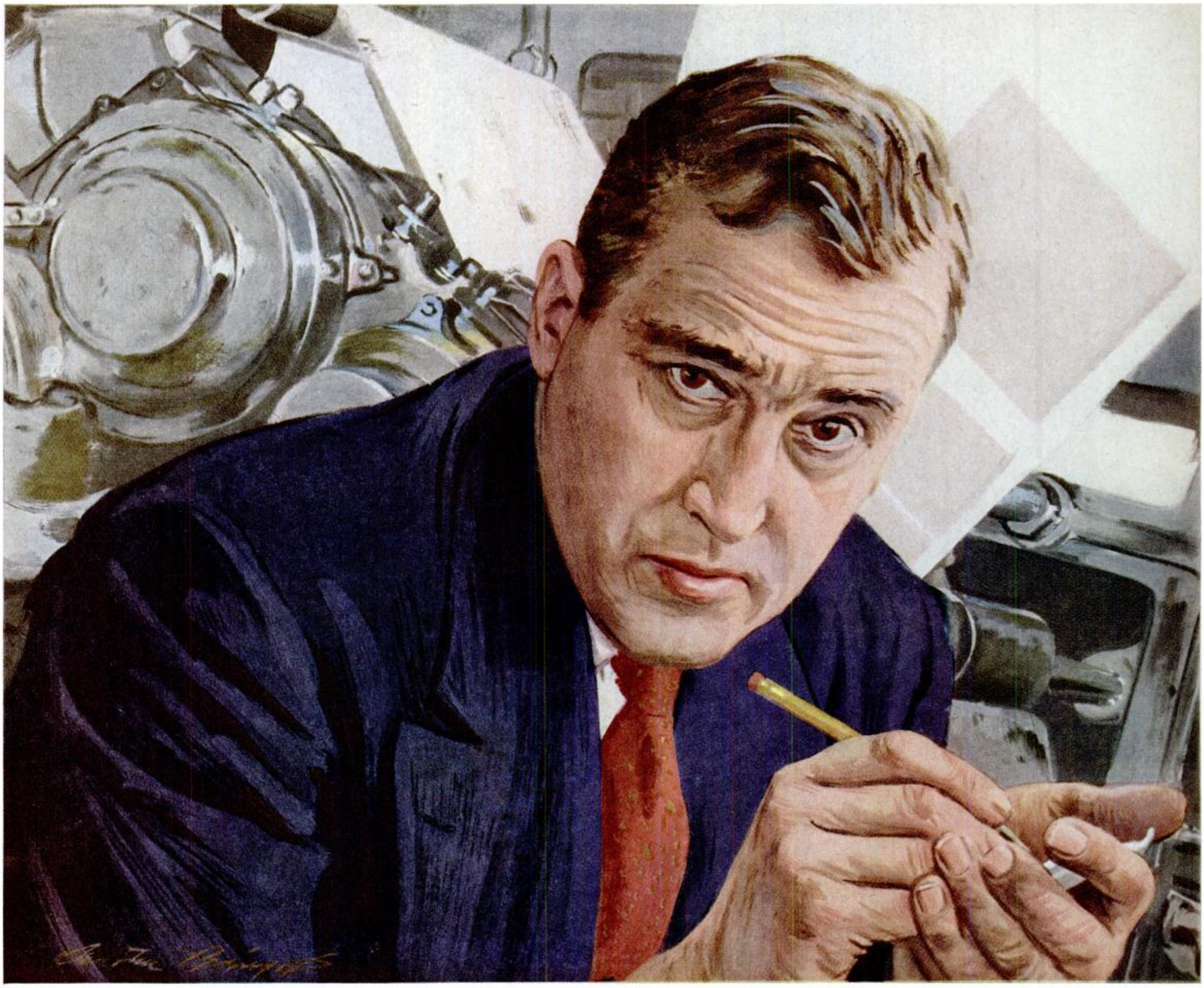
IT'S TIME TO GET Kelvinator

and join the Kelvinator Parade to Better Living!

Kelvinator Division, Nash-Kelvinator Corp., Detroit 32, Michigan



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He reports to you

ALL OVER THE WORLD today, wherever something is happening that you ought to know about, there's a man watching and listening . . . for you.

He crouches in the mud of the battlefield where your son may be fighting. He sits in the great halls where laws are being made.

He's in factories, on farms, in laboratories and hospitals, at the scenes of crimes and at the bar of justice. No event that concerns you, whether across the street or across the ocean, takes place without his being there . . . watching and listening for you.

When he has seen it all, he will go back to his office, and he will write down in plain English exactly what happened. Tomorrow you will read it in the paper—a true account, a story you can believe, a story by an American reporter.

What is he like, this man who is your eyes and ears around the world?

He's not very different from you. He has your kind of income, lives in your kind of house, drives your kind of car, has your kind of ambitions for his family. He grew up in the same towns, went to the same schools, read the same books, listened to the same sermons.

So he came to feel as you do about the importance of the truth.

Older men taught him the reporter's special skills. He learned to tell an opinion from a fact. He learned the difference between public interest and private curiosity. He learned to ask questions, to remember the answers, and to report the words of an enemy as accurately as those of a friend.

And he learned the most delicate art of all: to pick up a fact and hand it to you without squeezing it out of shape. His greatest pride is to be able to say, "Here are the straight facts as I found them. With them you can think straight thoughts and reach straight decisions."

There are countries today where it is forbidden to keep your eyes open and to tell others what you saw. Such countries have no true reporters. You would not be happy there.

So tonight, when you pick up your newspaper, think a good thought for the man who went out with paper and pencil and reported the facts to you. As long as he is free to ask questions, you are free. As long as his eyes are open, so are yours.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

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A TECHNICIAN CLAMBERS AROUND SUMMERTIME HOTEL WHICH, IN DEAD OF WINTER, STANDS CASTLELIKE AND FORBIDDING, ITS DOORS AND WINDOWS SEALED WITH FOOT OF ICE

WINTRY LABORATORY

On windiest spot in U.S., the Armed Forces test weather's worst

PHOTOGRAPHED FOR LIFE BY PETER STACKPOLE

On a glazed stairway, bent against the gale and clinging to a railing thick with ice, the man above is working his way to the very top of the windiest spot in the U.S.—the peak of Mt. Washington in New Hampshire's White Mountains. He is part of a military and civilian team which, in winter, turns the 6,288-foot mountain into a gigantic laboratory for Defense Department experiments into jet age techniques of warfare and survival.

Standing at the focal point of a natural wind tunnel, Mt. Washington is continuously ripped by shrieking winds—the record blow of 231 mph makes the average 75-mile gale seem mild. The winds and ice conditions they help create make Mt. Washington a perfect place for Air Force and Navy jet engine testing (*pp. 128, 129*). Not until after World War II did the military put Mt. Washington's weather to work for them. The extent to which it has paid off was made clear last week when the Pentagon disclosed it is going ahead with plans for a permanent laboratory at the top.

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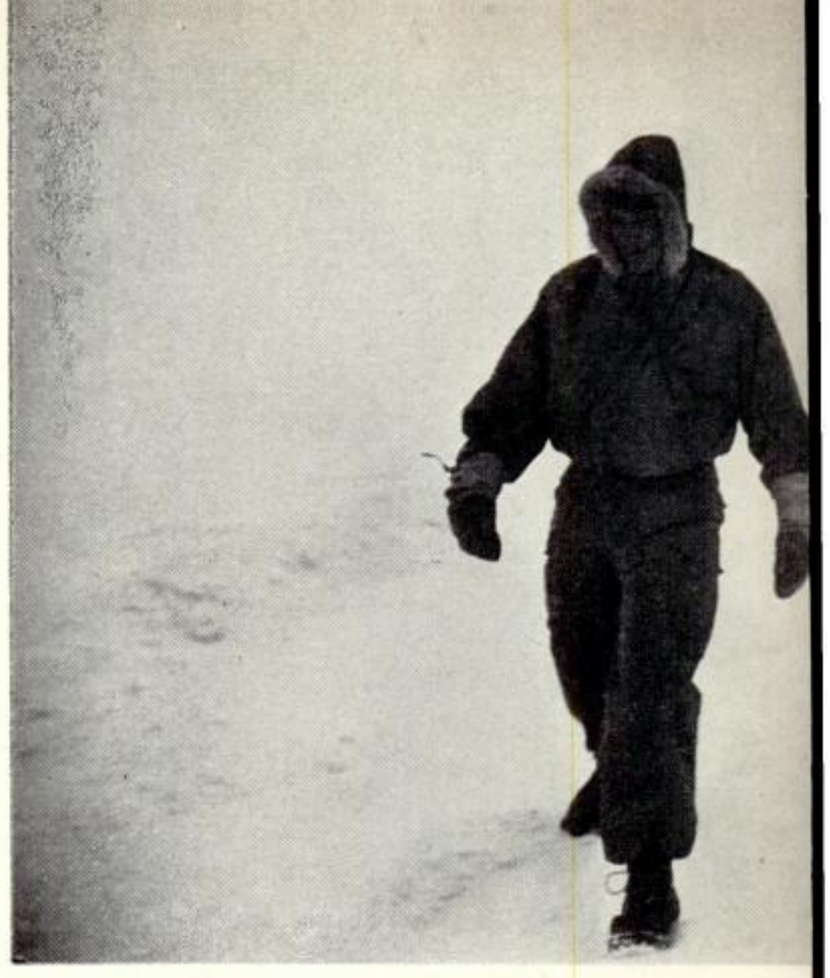
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FANTASTIC FORMATIONS of rime ice build up around projecting objects sometimes as much as seven feet thick overnight. Inside these plumed pillars of ice are shafts of ordinary two-by-four boards.

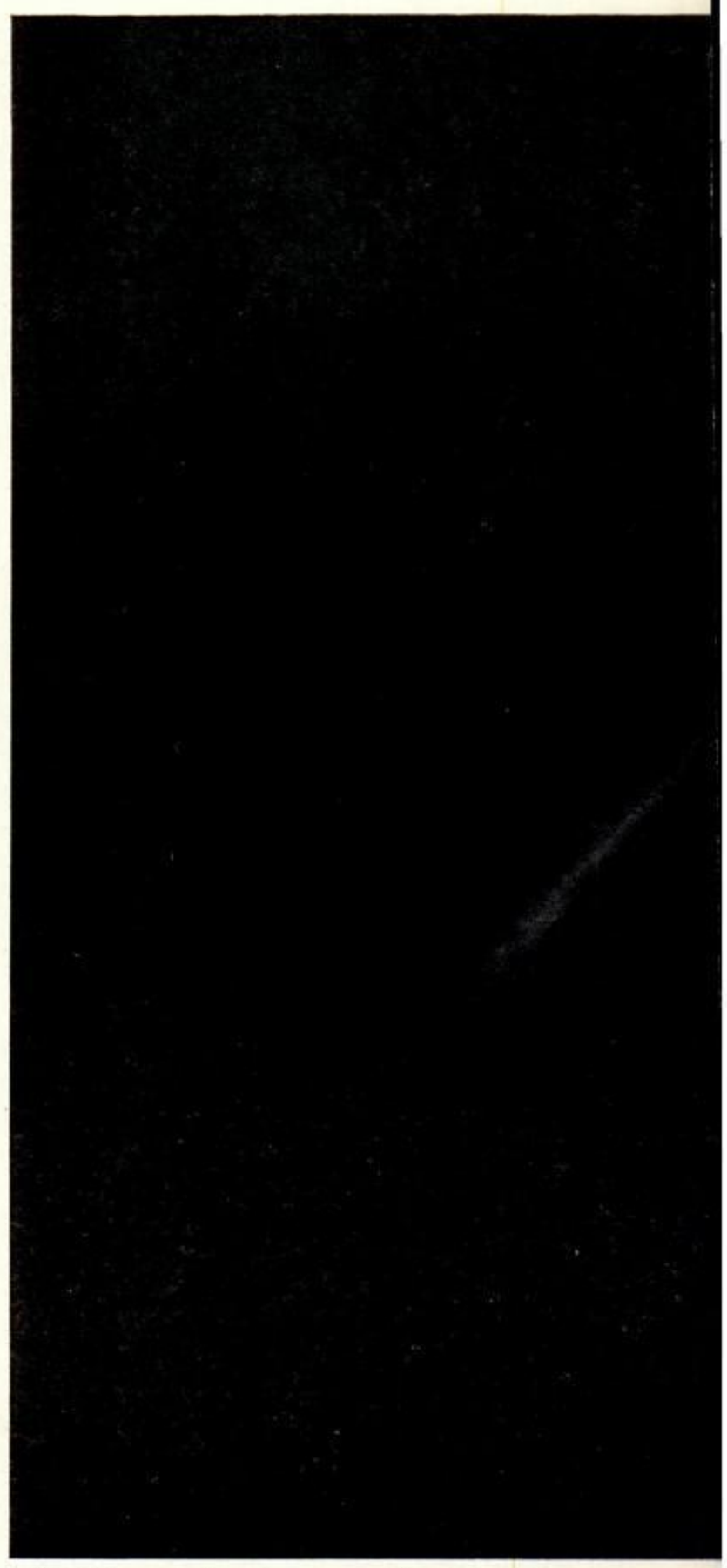


SNUG CIVILIANS doing technical work have occasional poker game, warm and comfortable behind the double plate-glass window. Civilians are subject to same rules as military personnel: no liquor allowed.



ON THE WAY DOWN A GUIDE ON FOOT LEADS THE WAY

RIME ICE AND FIERY BLASTS



JET TEST, carried on in an open-front steel hangar near the top, is run day and night to measure and

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ACROSS 15-FOOT DRIFTS AND NEAR EDGE OF PRECIPICES FOR SNOWCAT WHOSE DRIVER IN TIPPING VEHICLE (RIGHT) CAN SEE ONLY 25 FEET AHEAD THROUGH WIND-WHIPPED SNOW

The research teams find Mt. Washington's brutal weather delightful for their scientific purposes. It can cause a jet engine to ice up in 20 seconds. It builds up rime ice so quickly the process can almost be seen by the naked eye (*top, left*), in effect reproducing a problem of jet flying: the tendency of razor-sharp airfoils to build up death-dealing ice on the leading edge quicker than old-fashioned blunt wings.

The rule impressed on all personnel is: if you're lost, stop immediately and wait until help comes. Inside their hut, out of the wind's fury, the men live a lonely but not unpleasant life. There is running water, a high fidelity phonograph, television sets which pick up Boston and Montreal, and a small library. Even so, to keep tensions from building up, everyone goes down below at least once every 30 days.



photograph ice which forms at the intake and on the inside of mounted engine. Depression in snowbank is created by the engine's fiery blast which scatters stones and melts a pool of water in front of the hangar as long as the engine is running. When engine is turned off, water quickly refreezes rock-hard.

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WET TEST by three Army men at bottom of mountain proves efficiency of Quartermaster Corps' new "coldbar" suit, which though not waterproof utilizes two layers of rubber and insulating barrier between to conserve body heat. After dunking in pool chopped out of frozen stream (*left*), one of the experimenters (*below*) opens jacket to drain off water. Despite the wetting, his body is still comfortably warm.



HOW TO BE MISERABLE AND LIVE

As a military proving ground Mt. Washington is busy from top to bottom. About three miles down from the summit is a small Signal Corps station which tests corps' housing. A bit farther, headquartered at a 100-year-old wooden structure called Halfway House, which is chained to the rock to keep it from blowing away, a Navy crew tests special cold weather gear for the men at sea. Occasionally an air rescue group in training from Westover Field pitches camp on the mountain (*opposite page*), building a shelter out of tree poles and parachute cloth. Down below on Glen Flats are 196 men of the Army Quartermaster Corps, water-soaked guinea pigs for all the new pieces of olive-drab designed to protect and comfort the American combat soldier who must fight in winter. Every other night they sleep out in the open snow. They walk 500 miles through the drifts to test their shoes and carry 30-pound oil cans filled with sand to test new packboards. Sometimes, like the men above, they chop through the ice of Peabody Creek to try experimental clothes.

Every boot and shoelace and cap and glove is numbered, so that complete records can be kept. Most of the men manage to preserve their good humor, despite the seeming lack of purpose in being ordered first to run for an hour up the ice-glazed rocks and then to lie motionless for three hours. Most of the quartermaster troops at Mt. Washington are old hands at this kind of experimentation and know how to laugh off their misery. Many of them spent last summer in equipment tests at Yuma, Ariz. test base, one of the hottest areas in the world.



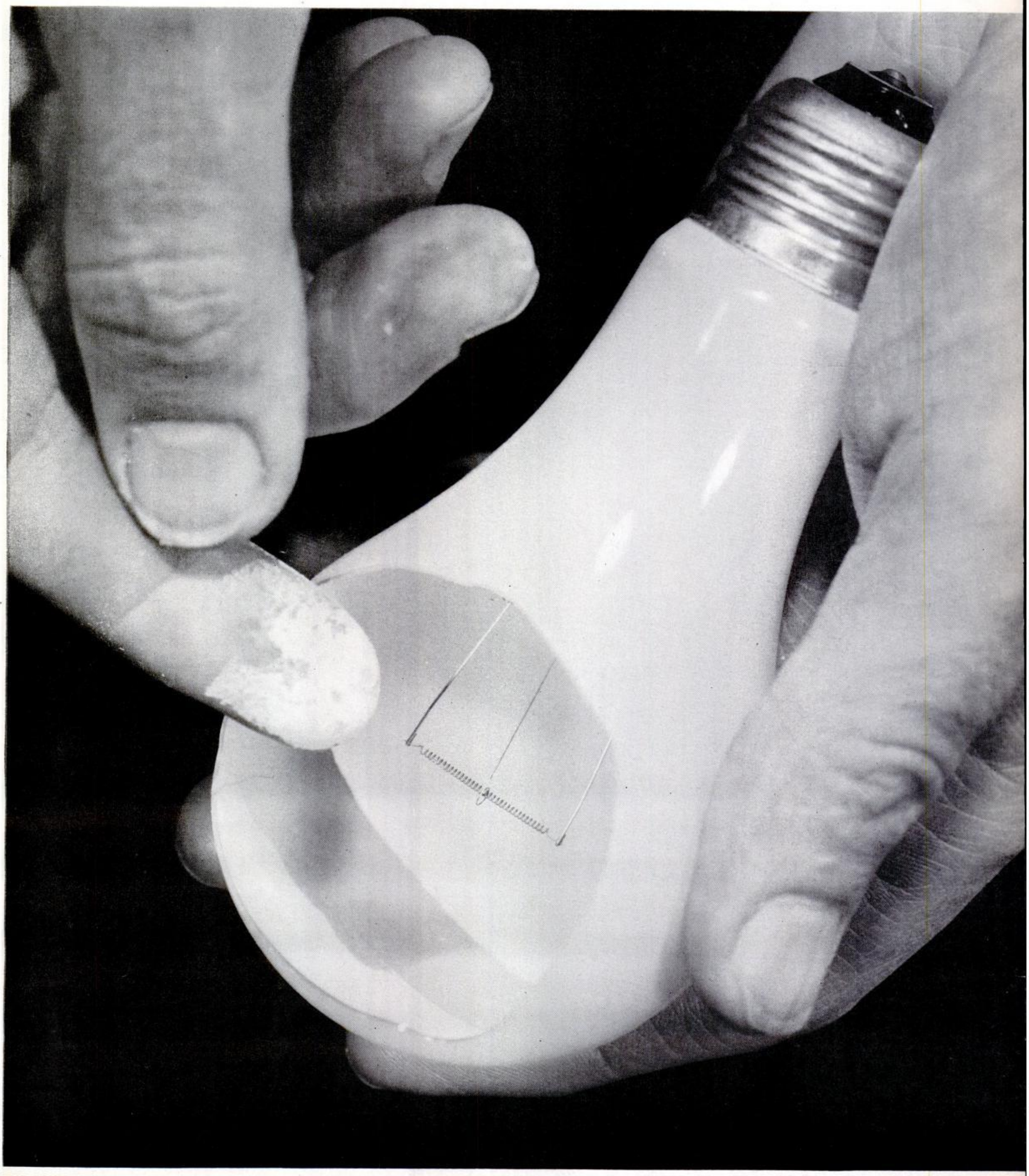
HOODED HEADS show an assortment of winter gear worn at the various posts on Mt. Washington. The man at left, in plain parka, and the man at center, in fur-trimmed parka, wear standard supplies issued at Air Force testing station. The man at right wears a new experimental Navy helmet with overlapping flaps.

AIR RESCUE TEAM SUCCESSFULLY OUTSMARTS WEATHER IN IMPROVISED PARA-TEPEE MADE OF OLD PARACHUTE →

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This Spring you can switch to



THE POWDER-LIKE "Q" COAT OF A G-E WHITE LAMP IS A COATING OF SILICA INSIDE THE BULB, SPREAD EVENLY OVER THE STANDARD INSIDE FROSTED FINISH.

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G-E White lamps for every room

"Q" COAT MAKES G-E WHITE LAMP EASIER ON EYES

Softens shadows, reduces glare.
Now in 4 sizes for varied lighting needs.

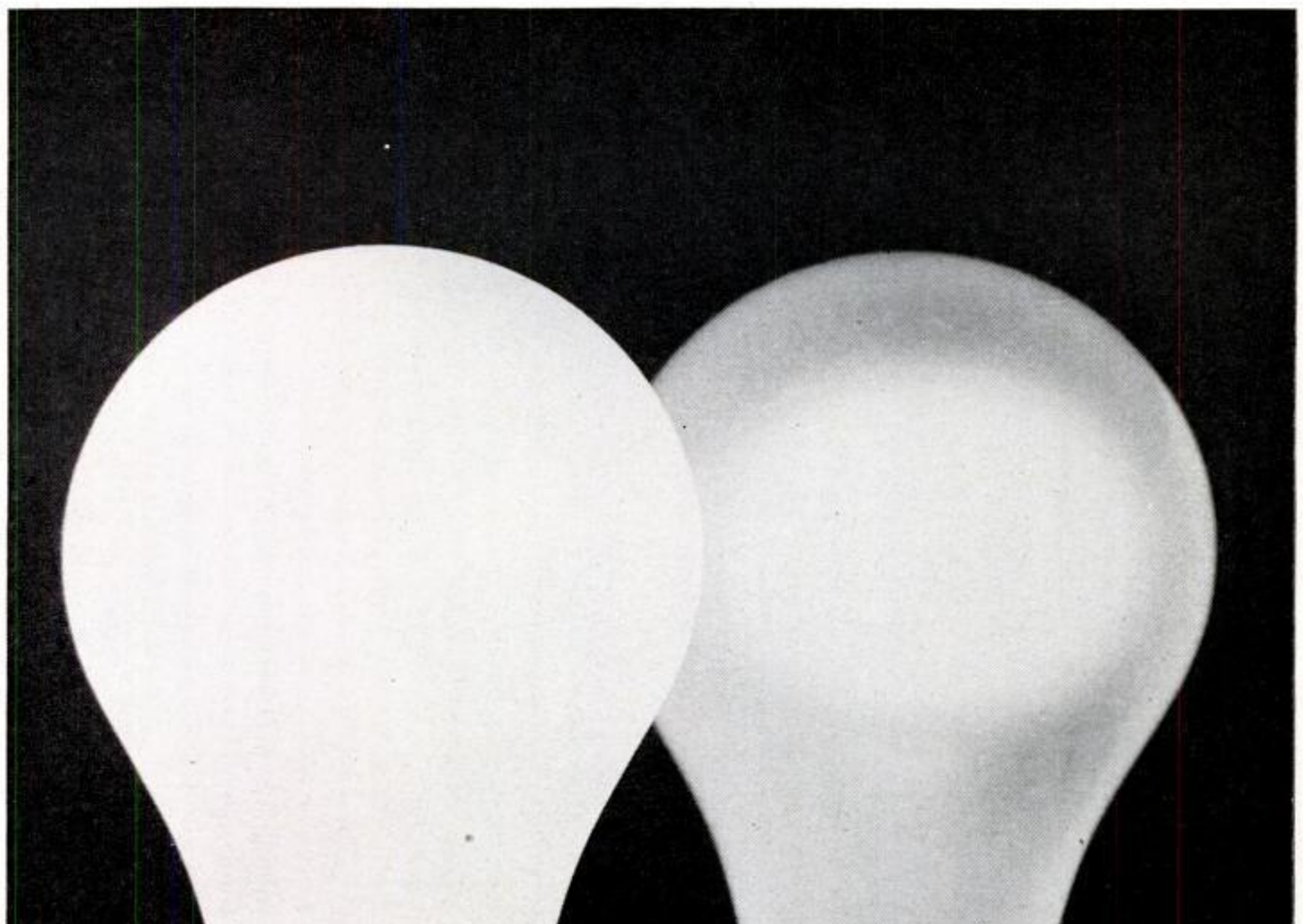
See that white powder on the fingertip? It's a coating of silica—G-E "Q" coat—put on the inside surface of a General Electric White lamp to break up light from the filament so it's easier on your eyes.

Less harsh glare is reflected from glossy surfaces. Shadows are softer. Reading is more pleasant. All seeing tasks seem easier under the soft, even light.

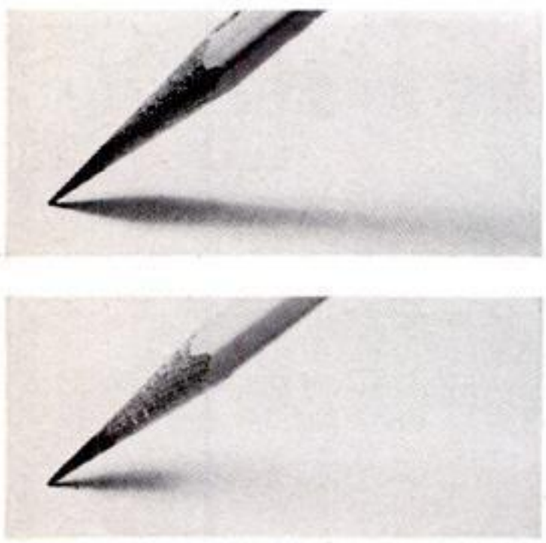
And the "Q" coat keeps G-E White lamps white. They stay bright all over, are more flattering to rooms and furnishings.

Before General Electric developed the "Q" coat, lamps were just frosted on the inside (an earlier G-E development to reduce glare). With "Q" coat added, G-E White lamps achieve near-perfect light diffusion.

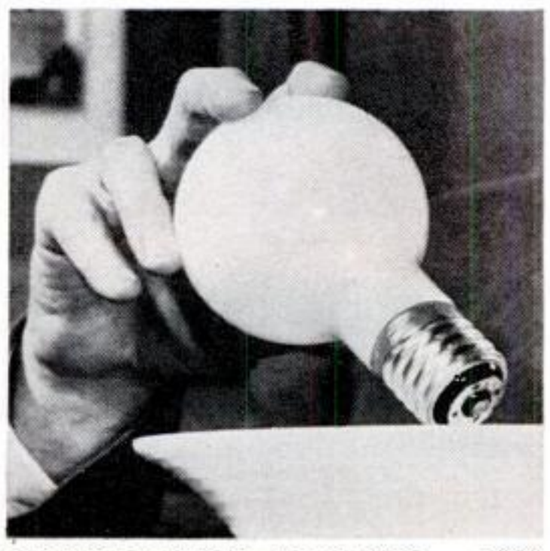
And now they come in four sizes—60-watt, 100-watt, R-40 3-lite and 100-200-300-watt 3-lite. So this year when you do your Spring cleaning you can switch to General Electric White lamps for every room.



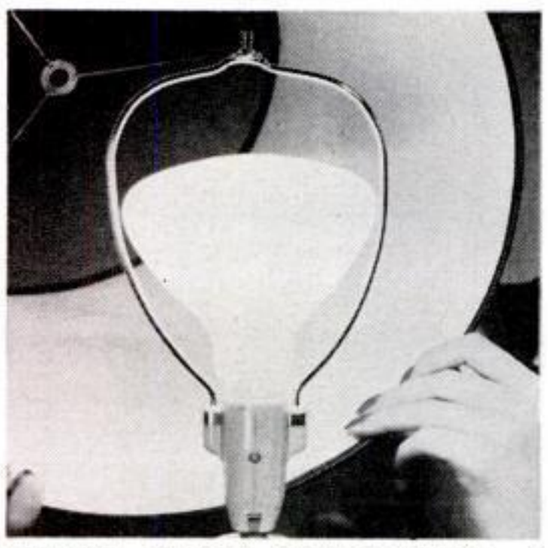
SEE THE DIFFERENCE between the 100-watt "Q" coated White lamp (left) and an ordinary bulb. The General Electric White lamp is evenly bright all over. There's no annoying glare spot to tire your eyes. 100-watt White **21¢** plus tax.



SOFTER SHADOWS cast by General Electric's new White lamps are shown in these photos. Regular bulb (top) casts dark shadow. With G-E White lamp, shadow is hardly visible. 60-watt White **19¢** plus tax.



CHOICE OF LIGHTING LEVEL and "Q" coat, too, are features of General Electric's new 100-200-300-watt 3-lite bulb for floor or table lamp. Shadow-softening effect flatters rooms and furnishings **60¢** plus tax.



CLEAN, WHITE APPEARANCE of General Electric's R-40 3-lite bulb with "Q" coat makes indirect lighting even more pleasant. A flick of the switch gives you 50, 100 or 150 watts **$1.15** plus tax.



GET GENERAL ELECTRIC "Q" coated White lamps in the handy 4-lamp package. Easy to buy, carry and store.
Four 60-watt bulbs **76¢** plus tax.
Four 100-watt bulbs **84¢** plus tax.

You can put your confidence in—

GENERAL ELECTRIC

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Bayer Aspirin's single active ingredient is so gentle medical authorities say it is probably

THE SAFEST OF ALL PAIN-RELIEVING DRUGS!

Bayer Aspirin is *not* a mixture of drugs. It is *straight* aspirin ... so fast and so effective, *all by itself*, that it *needs* no added drugs to bring you relief from ordinary aches and pains.

You get two important kinds of pain relief when you take Bayer Aspirin. You get the *gentle* relief you *need*. And the *fast* relief you want.

Proof that Bayer Aspirin is *gentle* can be found in the fact that doctors prescribe it even for small children.

And proof that it's *fast* can actually be seen. Simply drop a Bayer Aspirin tablet in a glass of water. You will see that it starts to disintegrate almost instantly. It does the same in your stomach. That's one reason why it makes you feel better—*fast!*

Because Bayer Aspirin's single active ingredient gives you *both* benefits, you can take it with confidence. The highest medical authorities say it is probably the *safest* and *most efficient* of all pain-relieving drugs.

So for ordinary headache—or the pains of neuritis or neuralgia—take Bayer Aspirin. And remember—if Bayer Aspirin does not relieve your pain, don't experiment—*it's time to see your doctor.*

COMPARE!



Drop the headache tablet you now use in one glass of water—drop a Bayer Aspirin tablet in another—and see how fast each of them disintegrates.



THE BEST IN PAIN RELIEVERS BEARS THE NAME ...



BAYER ASPIRIN

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SHIVERING STARS
Jones and Clift walk in chilly Roman dawn shooting a scene near the end of an all-night session under Director De Sica (*left*).

GLUM PRODUCERS,
Italy's De Sica and Hollywood's Selznick, confer at midnight at a station restaurant over the problems of international venture.

TEMPERAMENT AT A TERMINAL

Italian and U.S. movie styles clash successfully in Rome station



Vittorio De Sica became a great man in movies because he took plain people off the streets of Italy and shot them in simple tales of daily life (*The Bicycle Thief*). David Selznick achieved his fame by making films with the biggest stars in the most colossal settings Hollywood could afford (*Gone with the Wind*, *Duel in the Sun*). Last year the two men agreed to combine their contrasting talents on *Terminal Station*, a film named after the main railway station in Rome. The stars were Selznick's: Jennifer Jones, who is Mrs. Selznick, and Montgomery Clift. The story was right up De Sica's alley: a simple tale of two tormented lovers meeting and parting forever. The setting was a compromise: being the genuine Rome railway station, an imposing new $35 million edifice, it was real enough for De Sica and grand enough for Selznick.

But there were troubles. The film had to be shot between midnight and dawn, when the station would be fairly empty. De Sica couldn't speak enough English to explain himself. Used to amateur actors whom he could shape as he pleased, he clashed steadily with Clift and Jones, who had their own ideas about acting. But in the end Latin good sense made peace with Anglo-Saxon temperament and the movie was finished within budget and on schedule.

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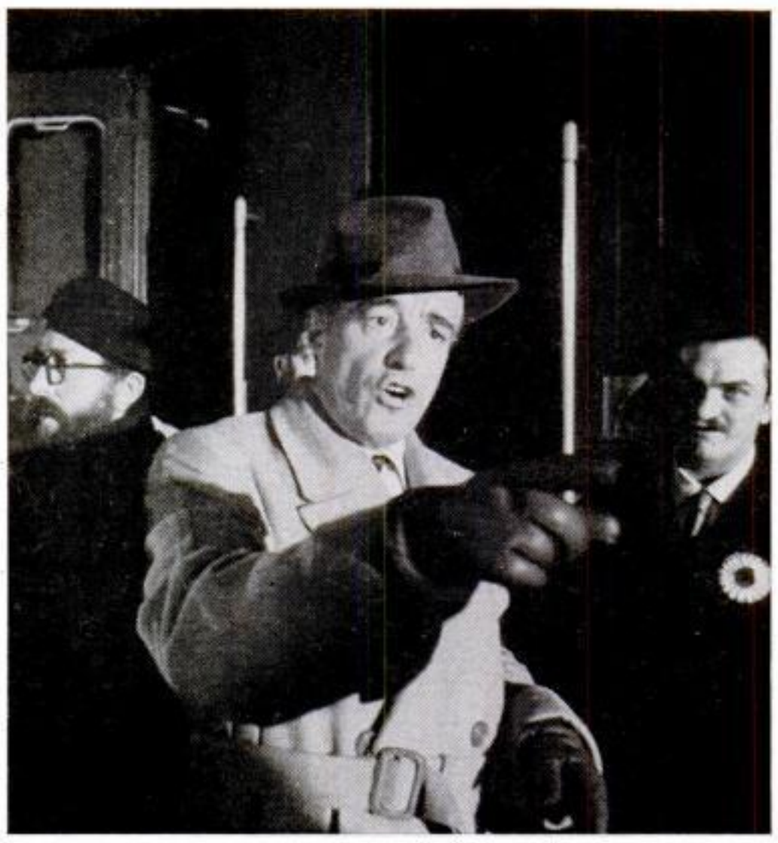
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COLOSSAL TICKET OFFICE OF THE STATION MAKES A HOLLYWOOD-SIZE BACKGROUND FOR SCENES IN THE FILM



CONTENTED DIRECTOR leaps at chance to make film use of French pilgrims who came to Rome during shooting.



WEARY WORKERS of Rome slouch in waiting room on chance De Sica may want them as extras in crowd scene.

DE SICA TAKES ONE OF FEW CHANCES TO REST WHILE ASSISTANT ARRANGES CROWD IN FIRST-CLASS RESTAURANT



CONTINUED ON PAGE 138

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"Let your own mirror show you . . ." SAYS MARY JANE RUSSELL, ANOTHER LOVELY WOODBURY BRIDE

Add Face Cream Oils to face washing with New Woodbury Soap

Now give your skin that fresh, soap-and-water clean look, *plus* the petal-softness you expect from fine face cream care!

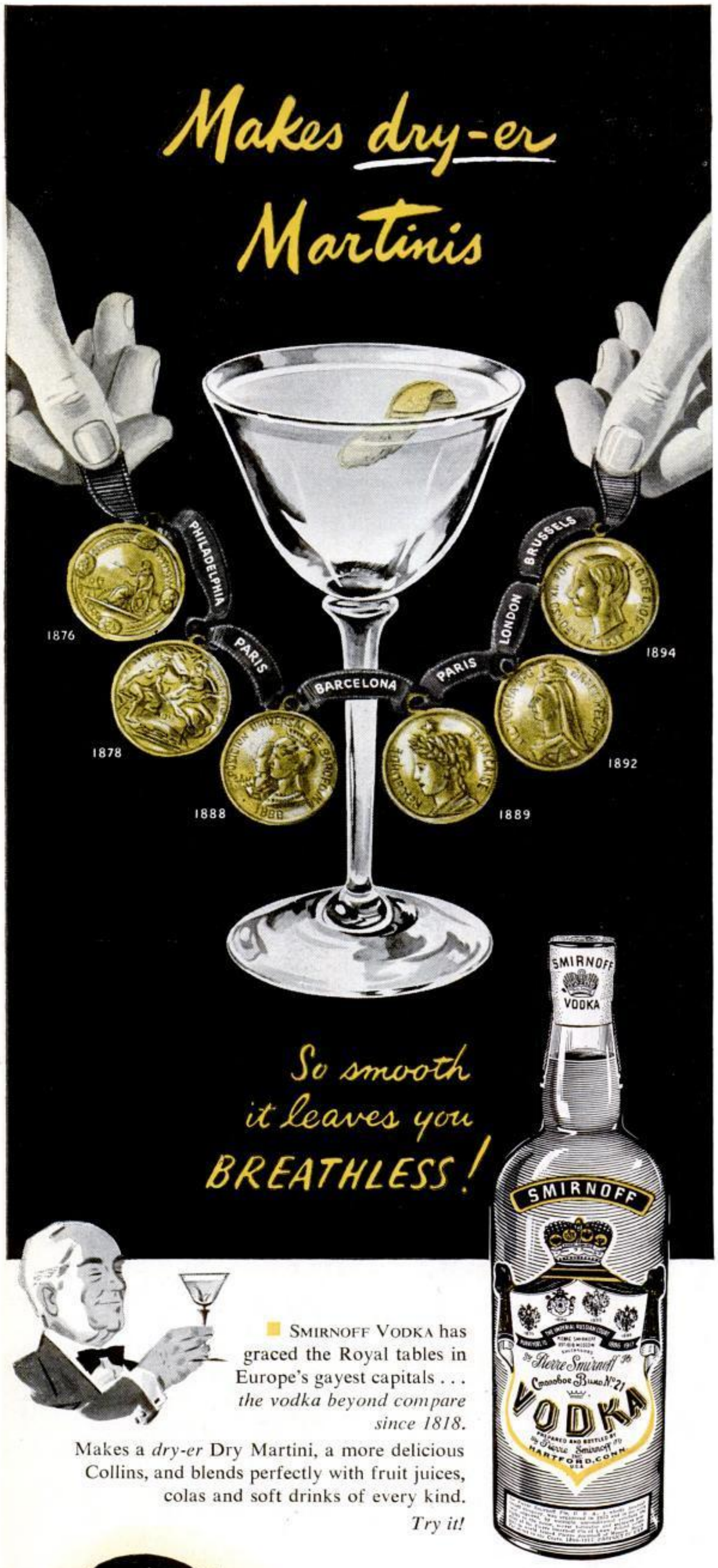
You can, because Woodbury skin scientists have found a way to blend seven rich face cream oils and emollients right into New Woodbury Soap. These softening oils are intended to help *replace* the natural oils you wash away with old-fashioned soap and water care.

And there's other delightful news in New Woodbury Soap, too! Extra-rich billows of creamy lather, an exquisite new Sea-Spray green color, and a delicate, lasting, new Bridal-Flower fragrance make New Woodbury Soap the loveliest beauty care you ever tried.

Look for New Woodbury Soap (in both bath and complexion sizes) in its new blue-and-white wrapper with the lovely lady and her mirror. Then let your *own* mirror show you the *cleanest, most radiant complexion of your life!*

Now better than ever! "Woodbury Soap for the skin you love to touch!"

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PEACEMAKER Selznick has a man-to-man talk with Clift to help him calm down after difficulties on the set.

COACHING JONES, De Sica tells her in his mixture of Italian and English that her last take was "*non proprio* good" (not really good).

TURNING TO CLIFT, De Sica acts out scene over and over. Actors had failed to do it "*proprio* good" 24 times.



HAPPY AGREEMENT is reached by director and actor as they go over scene in which Clift walks dejectedly along underground passage.



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THE SPAN OF TIME



TIME began in the golden days of Dempsey, Red Grange and Bobby Jones. People were beginning to talk about a proposed airline between Chicago and New York . . . a phoney Napoleon in Italy . . . and an unemployed house painter in Bavaria. Movie stars Rin-Tin-Tin and Baby Peggy were packing them in . . . Harding's funeral train crawled across the continent . . . and somebody named Banting had discovered something called insulin. There was Prohibition, Pola Negri and *Yes, We Have No Bananas!* Things, it was felt, were due to settle down. They never did.

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"I acquired my watch, TIME and my little lady within a few months of each other, in the order named—and all three seem to improve yearly."

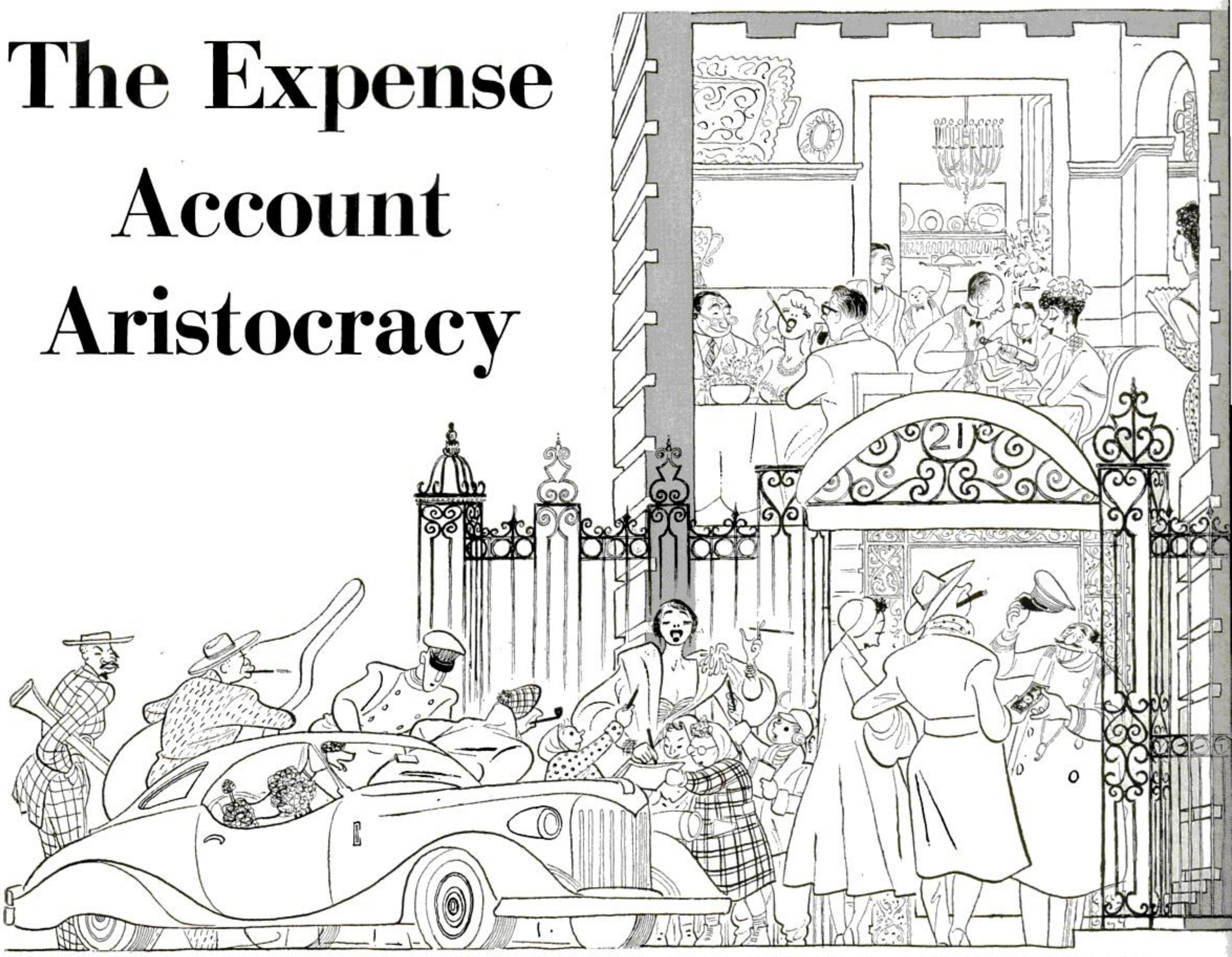
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During the last year, of course, a great many people *started* reading TIME. Some were college students; some were young businessmen, some were busy housewives. They wanted the most fascinating continuing story in all the world—the Story of the News—as told by . . .

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The Expense Account Aristocracy



ARTIST'S CONCEPTION OF NEW YORK'S HIGH-PRICE "21" (HOST MAC KRIENDLER AT BOTTOM, FAR RIGHT) SHOWS BUSINESSMAN (IN BROWN SUIT) AT WORK

TAX DEDUCTIONS 'FOR BUSINESS PURPOSES' MAKE IT CHEAP TO LIVE

by Ernest Havemann

IN New York City's "21" restaurant, the chic hideout for celebrities, high-class press agents and topflight sales and business men, a revealing incident took place recently. A young man and his girl each had a double martini ($1.60), some imported caviar ($6), roast beef ($4.50) with asparagus ($1.25) and baked potato (75¢), and brandied cherries ($1.50) for dessert. They finished sipping their coffee (45¢) and the check arrived. The girl, who happened to be one of New York's better publicity women, signed it, adding a $6 tip. The young man reached across the table, held her hand and sighed. "What a wonderful girl you are," he said. "You're beautiful, you're intelligent —and you've got an expense account!"

A few days later the young woman happened to tell this story to a friend, who, being in a rather thoughtful mood, began to ponder all the implications. "Look, you're having lunch and dinner every day at '21' or the Stork or Voisin. You haven't had a meal in two years that cost less than $5. You're spending your evenings at El Morocco or giving parties in your own apartment. You're traveling all over the country by plane or a bedroom on the *Twentieth Century* and you're staying in nothing but the best hotels. You rent an automobile or sometimes even a limousine with a chauffeur. In other words you're living like a queen—all on the expense account. What happens now if you fall in love, get married and try to live on just some average fellow's salary?"

The publicity woman replied without hesitation. "There's only one answer. I have to marry a man with an expense account."

Thus has taxation—in a very peculiar, devious and unplanned way—changed even the language and philosophy of romance, not to mention the nation's spending habits.

This is the Age of the Expense Account, an institution which taxation has inflated into almost appalling importance. The Bureau of Internal Revenue recognizes that travel and a "reasonable" amount of entertaining are necessary in the ordinary course of business; all these expenses can be deducted from a company's taxable profits. To a company which pays the current 52% corporate income tax plus an additional 30% under the excess profits tax, as a lot of them have been doing, a dollar spent on entertainment thus saves 82¢ in taxes and costs only 18¢ in real money. (The publicity woman's $40 lunch, for example, cost her company only $7.20 net.) Giving an employe the privilege of entertaining business associates on an expense account is practically painless to the corporation and at the same time is a sort of windfall to the employe. If a salesman gets a $1,000 raise, for example, he can spend only what is left of it after the extra personal income tax that it costs him. But if he draws $1,000 on an expense account, he pays no extra taxes and can spend every cent having fun with his business friends.

In cities like New York, Washington and Chicago it is safe to say that at any given moment well over half of all the people in the best hotels, the best nightclubs and the best restaurants are charging the bill as an expense account item to their companies, which in turn are charging it to the government in the form of tax deductions. Even a

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AMID CELEBRITIES AND OIL-RICH COWHANDS. BECAUSE THE LITTLE GUY AT HIS TABLE IS A CLIENT, THE COST GOES ON HIS TAX-FREE EXPENSE ACCOUNT

HIGH OFF THE 'SWINDLE SHEET'—BUT IT PROVES A DUBIOUS BLESSING

DRAWINGS FOR LIFE BY AL HIRSCHFELD

smaller city like Seattle reflects the phenomenon. Peter Canlis, whose expensive Canlis Restaurant features the most luscious of Japanese waitresses bearing the most luscious of viands, says frankly, "I came to Seattle, saw that a lot of good expense account money wasn't being spent because there was no place fancy enough to gobble it up—and I was happy to fill the gap."

Canlis had the right idea and is prospering, for the expense account dollar usually seeks out the most expensive pleasures and accommodations on the theory that since it is free you may as well have the best. The expense account spenders are our new U.S. aristocracy—just about the only people left who can blithely throw around big tips, order the works at Chicago's Pump Room or Washington's Carlton, pay a scalper $50 for a ticket to a hit show or a World Series game, pre-empt the drawing rooms on trains and the suites in the big hotels and in general inflate the whole cost of travel, food and entertainment for the poor suckers who have to spend their own money.

Although we have been in the Age of the Expense Account for only a few years—roughly since the World War II boom—the expense account itself is nothing new. There is reason to believe that in ancient Egypt the overseers of work gangs on the Pyramids kept a kind of expense account of food and supplies for the workers. Certainly in ancient Rome the top slaves, entrusted to do a certain amount of commercial work, had their expenses paid. In the U.S. the expense account probably goes back to the day the very first traveling salesman saddled up his horse.

CONTINUED ON NEXT PAGE



SAME MAN RELAXES AT HOME WITHOUT BENEFIT OF EXPENSE ACCOUNT

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EXPENSE ACCOUNTS CONTINUED

There is every likelihood that the first American to operate on an expense account was also the first man to pad one, for there is something about an expense account that brings out the latent rascality, rapacity and mendacity in even the otherwise most honorable man. Expense account forms have long been known affectionately by their fond possessors as "swindle sheets." Filling out an expense account itemization has been regarded as a kind of contest of wits with the company auditor, in which it is perfectly justifiable to use the most outrageous half-truths, little white lies and outright fantasies, anything at all which the auditor, regardless of how outraged he might be, cannot absolutely prove to be false.

How to make money by losing it



The high-bracket taxpayer can even make money by losing it. Suppose we have a Mr. Y who is in the 75% bracket as a married man whose income, after exemptions and deductions, is more than $88,000 a year. He gets into the cattle-breeding business, which is very popular these days as an escape from high taxes. Disregarding the complicated details of how much his stock costs him and how it grows over the years, we can take the case of just one calf born to the herd. Our Mr. Y can spend $300 to raise the animal for breeding purposes, finally sell it for $200—and yet make $73! It works this way:

The $300 that it costs to raise the animal is an ordinary business expense and tax-deductible. At the 75% tax rate, which is the bracket his income puts him into, Mr. Y saves $225 in taxes, making his net cost only $75. When he sells the animal, his $200 return is taxed as a long-term capital gain, at 26%. He thus pays $52 in taxes and has $148 left. His profit is $148 minus the $75 in real money that it cost him to raise the animal, or $73.

You say you spent it. The auditor can only take your word for it or get you fired, and the amount is rarely enough for any punishment quite that drastic.

Jokes about expense account cheating are legion. Possibly the most famous of all concerns Author Gene Fowler, in the days when he was a New York newspaperman. According to legend, he was sent to Northern Canada to find some lost aviators, and in the process he spent some $3,000. Back in his office, hard put to account for it all, he invented the purchase of a mythical dog team, then the mythical illness of a dog requiring expensive medical care, and finally the death and funeral of the dog. Finding himself still short at this point, Fowler finally made up the difference by entering the item: "Flowers for bereft bitch, $60."

There is also the story of the World War II correspondent who, flushed by his success and the scarcity of good men at that time, sent in a monthly statement reporting $150 for taxicab fares. This was extremely annoying to his boss, especially since the boss happened to know that he had spent the entire month as guest of the Navy aboard an aircraft carrier. The boss therefore cabled angrily, "How can you spend cab money on a carrier?" The correspondent cabled back with magnificent insolence: "Big carrier."

Such legends contain a good core of truth. Any bigtime salesman, advertising man or press agent operating on an expense account soon develops a kind of sixth sense for what the traffic will bear. He knows how much seniority he has in the company, how much work he has been turning out and how he stands with his boss at the moment. On this basis, and depending on how cocky and inventive he is by nature, he makes out his monthly account. Records of this sort are hard to keep anyway; if a man starts out to cocktails with a couple of customers and winds up buying them scrambled eggs at 4 o'clock the next morning, he has a hard time remembering every single drink, tip, taxi fare, cigaret pack and quarter for the keeper of the men's room. So he makes some approximation of what he has spent on company business, adds whatever else he thinks he can get away with and proceeds to list some ways in which he might logically have got rid of the money.

CONTINUED ON PAGE 145

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1 tsp. salt
Dash Ann Page Pepper
2 eggs, slightly beaten
10 Ann Page Stuffed Olives
½ cup grated cheddar cheese
Ann Page Paprika

Cook macaroni according to package directions; drain. Combine remaining ingredients except last three. Cut olives in halves; arrange in bottom of buttered 9"x5"x2½" pan. Sprinkle on cheese and dash of paprika. Add macaroni mixture. Bake in moderate oven 375° F. for 45 min. Unmold. Garnish as desired. 8 servings.

**Cost based on prices at A&P Super Markets at press time*

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Some regard making out the expense account as too much a work of art to be done in a mundane business office.

EXPENSE ACCOUNTS CONTINUED

There is one New York radio man who puts down dinners every month for four prominent people who have recently died; so long as this obvious prevarication is not challenged, he feels he is in solid with his network. There is another New York executive who has worked up a highly entertaining and almost poetic five-minute speech about how he makes out his account. He can do it, he claims, only by locking his office door, shutting off all phone calls and turning on some soft music, because, as he says, the preparation of an expense account is a highly creative art, far too delicate for the usual hurly-burly of the business office. As one cynical executive has said, "Our men give their talent to the company and their genius to their expense accounts."

What the smaller operators can do by indirection, the boss of the firm can do without any beating around the bush at all. In fact the expense account is a recognized way of rewarding executives who, in all truth, have little enough incentive to reach the top, considering what the income tax does to executive salaries nowadays. A company dedicated to keeping its officers happy can with all propriety have a company airplane for business trips and a yacht and a hunting-fishing lodge in the north woods to entertain its biggest customers. It can also arrange to hold its conventions in Miami in midwinter. The effect, as far as company executives go, is to provide wonderful travel and vacation facilities without cost. The company officers go south in the winter and north by summer; take along enough work or enough customers to justify the trip, and proceed to have a very pleasant time of it. (If you telephone an absent executive, his secretary almost never says, "Mr. Blank is on vacation." A good secretary soon learns to say, "Mr. Blank is on a combination business and vacation trip.") At home the executives can also ride around in company-owned and chauffeured automobiles. Naturally the company is happy to pay their dues at the best available country club, for the purpose of entertaining customers on the golf course, and at the best town club, for intimate lunches and dinners.

It is this sort of executive who really profits from the Age of the Expense Account, probably by a strange kind of economic inevitability. U.S. industry is in transition from a period when men like Ford and Rockefeller owned and ran their own empires to a time when corporations are generally run by managers who are simply hired for the job and have very little if any money of their own. It is by no means unusual today for the president and all the vice presidents to own less than ½ of 1% of the company's stock. Yet they have to keep up a front, they have to meet the remaining tycoons on an equal basis. And since they cannot themselves afford the airplane, the hunting lodge or the yacht, the company almost has to provide these things.

The boss actually does profit from the expense account and probably deserves it. The lesser members of the expense account society, however, usually find it a dubious blessing. True, they get their lunches, dinners, shows and hangovers free. But a good

CONTINUED ON NEXT PAGE

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many of them have reached the conclusion that no matter how artfully they pad their monthly statements the company is getting the best of the deal.

"Put it like this," said one salesman. "Our secretaries put in their 37½-hour week and that's that. But we work right on through the lunch hour, making or keeping our 'contacts.' And at 5:30 a lot of times the business day is just starting. We're taking a customer to cocktails, probably also to dinner, as likely as not to a show we've already seen a couple of times. Even on the weekend we usually work for the company, at a Saturday night or Sunday afternoon party we throw at the house. That way we even get our wives to work a couple of hours for the company. Just by giving me an expense account, the company gets me to work 70 hours a week."

Certainly not all the so-called entertainment that goes on the account is actually entertaining to a man who has to do it practically every night of the week, often with people he secretly wishes would drop dead. One young publicity man said, "I enjoy drinking—at my own pace and with companions of my own choosing. But this business of holding up a bar until 4 a.m. with a couple of strangers who are not only bores but also three-quarters loaded, and then trying to do my job the next morning with a terrible hangover, that's something else again."

There is an even greater irony in this connection, which is the fact that of all the badly busted members of the middle class, the expense account boys are often the flattest of all. As one of them said, "We hang around '21' all the time and sooner or later we get to thinking that we belong there." In other words, it is almost impossible to throw the boss's money around five days a week without getting a little careless about your own on weekends. Moreover, it hardly seems appropriate for a man to walk into "21", hand the captain a $10 tip and order caviar all around if he is wearing frayed trousers and shoes run down at the heels. Most of the men on expense accounts begin spending too much on clothes, and if they are called upon to do much entertaining at home they also spend too much for their houses, their furniture and their wives' clothes. Thus the spending gets to be a kind of vicious circle. and the money goes out a lot faster than the expense account, no matter how contrived, can possibly bring it in.

Perils of the expense account

THERE are a lot of expenses which can hardly be put on the account in any guise whatever. One executive who has watched a lot of salesmen come and go puts it: "Here you've got a young salesman who's already spent $350 of the company's money this month. On the 28th he hears that a prospective customer is coming to town with his wife, his brother-in-law and his sister-in-law. He figures he just has to entertain the whole retinue for two days or lose any chance to do business with that particular man. But he doesn't dare go any deeper into company funds because he's pegged at just about a $350 a month maximum. There's only one thing to do. He entertains the customer anyway and digs into his own pocket for the couple of hundred dollars that it costs him.

"Or here you've got a salesman who's entertaining a customer at his country club. They finish their 18 holes of golf and in the locker room afterward they find a high-stakes poker game going among some of the richer members. The customer, who happens to be rich himself, says he'd like to stay and get in the game. What should the salesman do? I can tell you what he does do. He sits in the game with his customer, nervous as the devil because of the stakes. and because he's nervous he invariably loses."

The expense account also puts some queer strains on a marriage. What often happens is that the young man in business suddenly finds himself elevated into the bigtime expense account league. In the words of one supervisor of salesmen, "Now all of a sudden he's having lunch at '21' and looking at Lana Turner. After work he goes somewhere with soft lights for a couple of drinks and the free caviar *canapés*. Then he goes home. It's just a plain average home—because this fellow is just a middle-classer when he's spending his own money—and it doesn't have six-inch carpets and an orchestra hidden behind the potted palms. There are no servants; Mama has had a rough day with the kids and with the washing, and she certainly doesn't look like Lana Turner at the moment. Besides she doesn't cook nearly so well as a chef who's paid $20,000 a year for what he knows about cooking. I've seen it break up marriages in the past and I know it's going to break up marriages in the future."

Or what can also happen, and frequently does, is something like this: The young man runs into a customer or client who really does have a lot of money, an older man who made it before taxes got so heavy, or who has had some capital gains. They become good

CONTINUED ON PAGE 148



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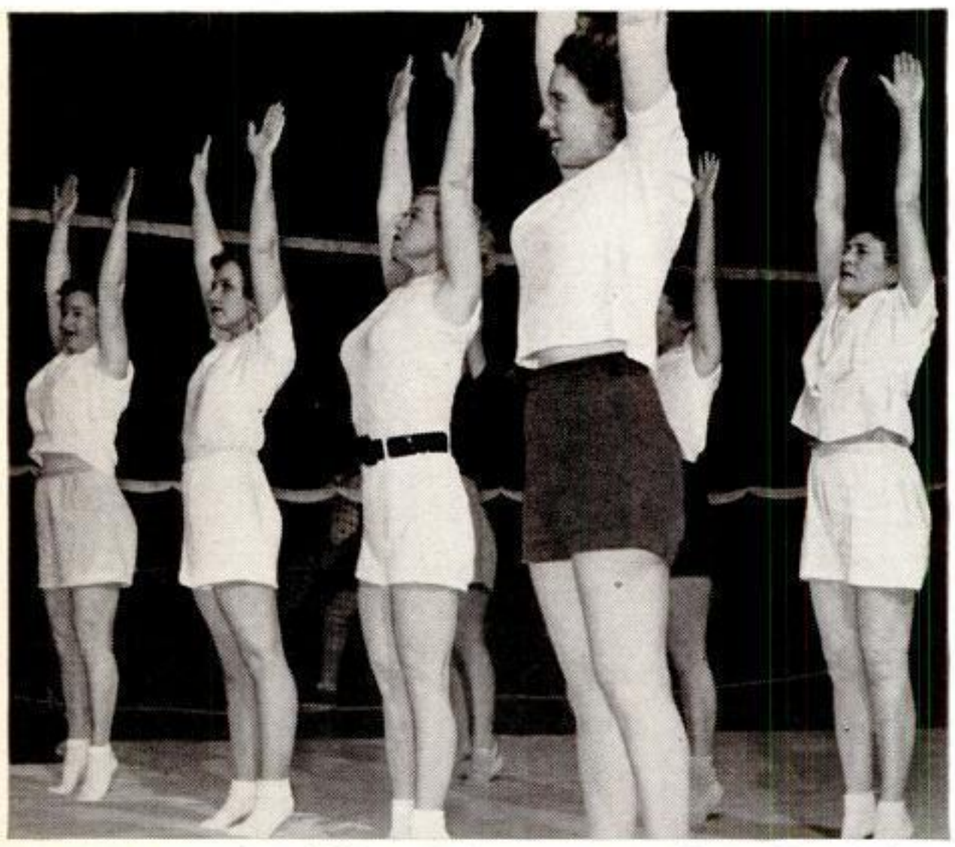


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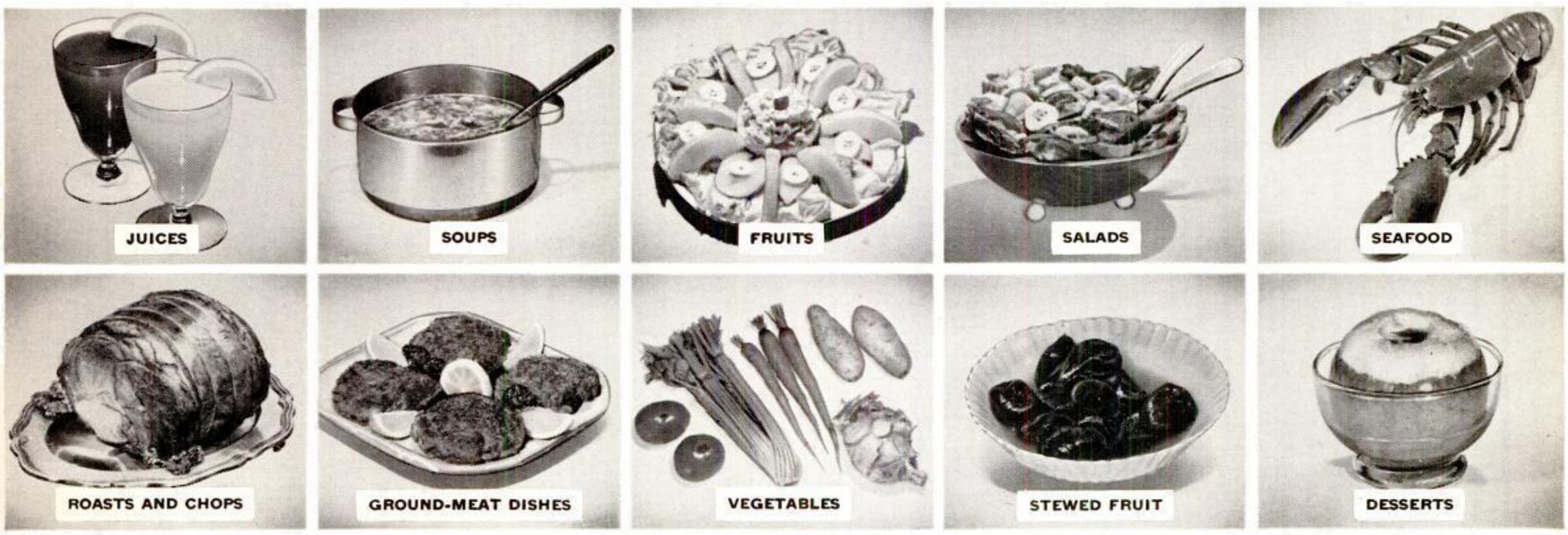
OVERWEIGHT? Millions of Americans on reducing diets find that seasoning with lemons instead of salt makes reducing *easier.* Not only does it help you lose weight *faster*, but a good squeeze of lemon gives new life to reducing diet foods.



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Sooner or later an expense account drinker finds he can't hold as much—suddenly, he insults the client.

EXPENSE ACCOUNTS CONTINUED

friends over the lunches, the drinks and the dinners; and all of a sudden the older man says, "We've got a little winter place down in Palm Beach. Why don't you spend your vacation with us, and bring the wife along?" If the young husband doesn't have sense enough to say no immediately—and he frequently doesn't—the wife is in real trouble now. She has only three choices, all of which are miserable. She can flatly refuse to go, and run the risk of having her husband regard her as a business liability. She can go—with her one black dress and her bargain-basement sports clothes—and try to be comfortable around women who buy their clothes from Hattie Carnegie. Or she too can succumb to the expense account fantasy and start driving the family deeper in debt as she joins the race to keep up with the real rich.

Some of the people in the high-paid but also high-spending professions find themselves in a most fantastic position. One $30,000-a-year New Yorker has a problem which must seem ludicrous to most people, but is a genuine first-class worry to him. "I can't really hope to move anywhere else," he says. "If some other firm offers me $5,000 a year more, in my tax bracket that means less than $45 a week extra in my pocket. I wouldn't take the risk of pulling up stakes for less than $50,000 a year. But the horrible thing is that just to hold my present job—to buy the clothes and keep up the right kind of house and drive the right automobile and everything—I'm going in the hole by $2,000 a year. If my wife weren't working, and in a position to supply the $2,000, I'd have to quit." Numerous movie, radio and television stars, who impress the average citizen as leading terribly glamorous and wealthy lives, are in just about the same fix.

The Age of the Expense Account is an especially dubious blessing, aside from all financial or marital considerations, to the salesman or advertising man whose business career depends solely on his personal charm, and whose personal charm rests largely on his ability to remain quite rational, gay, pleasant and amusing through a day and a night of heavy drinking. The casualty rate among such men is frighteningly high.

One salesman describes it in these words: "Something just seems to click in the fellow's head. One week he can sit up drinking with you all night and you love him—and the next week he's getting obnoxious and telling his customer to go to hell." A lot of young salesmen who build their careers around the bar are bound to be retired—quite tragically—long before they expect it.

Watching all the conspicuous expense account spending, one is bound to wonder whether it accomplishes anything. Many people take for granted that it does. One salesman pretty well summed up the arguments like this: "Supposing you're selling carpet tacks. Three other fellows from three other companies are trying to sell carpet tacks to the same customer. The price is about the same and the quality is certainly the same. After all, how much difference can there be between carpet tacks? So which brand is the customer going to buy? The chances are that he'll buy from the salesman who puts him in the best frame of mind. If he likes you

CONTINUED ON PAGE 151

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Baby's newly-awakened taste buds really **respond** to the four **flavor** varieties of **Pablum,** most widely-used of all pre-cooked baby cereals

*4 *varieties at your grocer's or druggist's*

Boon to Mother Safe for Baby!

Exclusive "Handy-Pour" spout on the Pablum package prevents messy, wasteful spilling . . . keeps baby's cereal fresher and safer between feedings.



Best to Start On Best to Stay On!

Four different-tasting Pablum® Cereals give baby the *variety* he craves, plus high nutritional values so important up through his second and third year.



Time for Baby's Visit To the Doctor's?

Don't put it off! He is anxious to help you, even with your smallest problem. Remember, he is the expert when it comes to knowing what is best for your baby.



Pablum is the Original Pre-Cooked Cereal . . . made only by Mead Johnson & Co., Evansville, Ind.—world famous for nutritional products for infants and children. MEAD

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PURDUE UNIVERSITY. Members of the class of '53 look over list of oil company interviewers who will visit campus during a single month. Oil company representatives search the nation's colleges for seniors who can qualify for a wide variety of technical and non-technical jobs. To get top-flight men and women, each oil company must compete successfully with rival oil companies as well as other industries.

MAN HUNT

Oil Companies Compete for the Class of '53

This month, college students throughout the United States are witnessing a fine example of oil company competition at work—right on the college campus.

Representatives of many oil companies, large and small, are now competing for thousands of qualified college seniors to fill a wide variety of jobs ranging from research, production and transportation through refining, sales, accounting and office work.

To the Class of '53, this oil company competition for their services means the opportunity to choose a career in a young and progressive industry. And to America's oil companies, in turn, these young people will bring a fresh supply of top-flight talent—talent every oil company is looking for to help keep ahead in the tough competitive struggle for your business.

Today, Americans get the world's finest oil products at the world's lowest prices. This is only possible under a system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

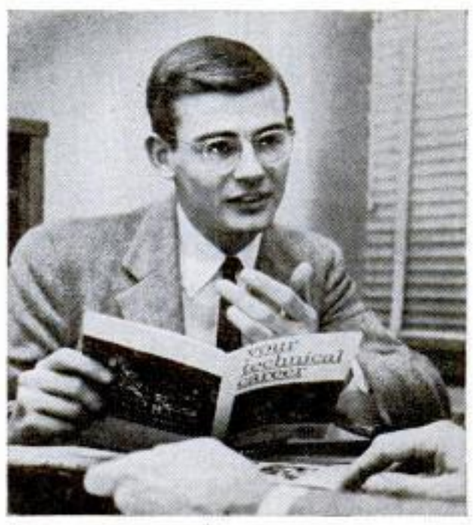
For a free booklet for college and high school students, "Careers in Petroleum," write to

Oil Industry Information Committee, Box 66,
AMERICAN PETROLEUM INSTITUTE,
50 West 50th Street, New York 20, N. Y.

HERE ARE A FEW OF THE HUNDREDS OF COLLEGES WHERE OILMEN SEEK NEW TALENT.



SOUTHERN CALIFORNIA. Business major Jim Halverson, son of an oilman, has always wanted a career as an oil company salesman.



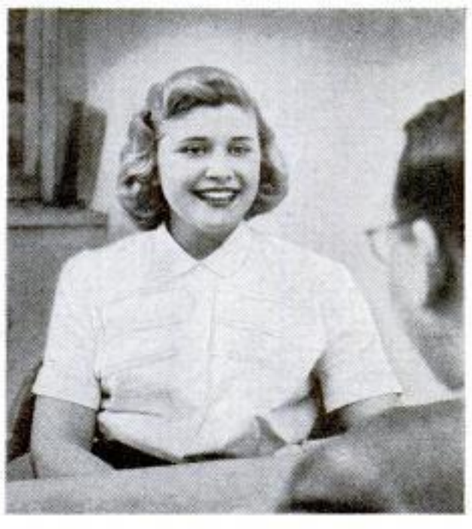
CORNELL. Civil engineering major Ron Gebhardt is considering pipeline transport and construction—a vital branch of the oil industry.



MINNESOTA. Geological engineer Ernest Maki chose job after 7 oil company interviews—sees great opportunities for oil geologists.



M.I.T. Bob Oliver gets Doctorate of Science in June, has accepted promising job in research and development for a West Coast oil company.



OHIO STATE. Commerce major Mary Uehling is looking for personnel job—will join thousands of young women now in oil industry.



SOUTHERN METHODIST. Korean vet Len Donohoe, electrical engineer, wants to work on electronic gear used in oil exploration.



NOTRE DAME. Interested in labor relations, law senior Bill Roche wants an oil company career because he feels the industry is stable.



GEORGIA TECH. Basketball captain Pete Silas, a chemical engineer, is being interviewed by 18 oil companies for sales engineering job.

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EXPENSE ACCOUNTS CONTINUED

he'll buy from you—and one way to get him to like you is to spend some money on him.

"With carpet tacks it's as simple as A,B,C. And a lot of goods are in the carpet tacks category nowadays."

On the other hand there are vehement dissenters. "I'll grant you," said an advertising man, "that our business used to put great stock in good fellowship and personal friendship. But now we've got a little thing known as advertising research. That same businessman can sit in his office and buy his advertising by the slide rule. This is the scientific age in business. If three salesmen approach you with three different brands of burglar alarms, you can send them to your research laboratory and find out in a hurry which one is the best. You can do practically the same thing even with such intangibles as advertising or public relations.

"In an age like this, how can any responsible businessman be influenced by just one lunch? Or even by a weekend of golf and miscellaneous revelry in Miami?"

One salesman has figured it out this way: "The expense account probably helps a lot more in dealing with the little fellows—who can't give you much business anyway—than with the big men who can really help you. The big man is on an expense account himself and he's used to champagne and $20 dinners. You're not going to impress him much by taking him to '21' and then setting him down in a third row theater seat. But with the little fellow it's different. This is a nation of social climbers and the man who isn't used to it gets a hell of a thrill out of meeting Mac Kriendler or Sherman Billingsley and eating dinner in a room where he can watch a half dozen movie stars and a couple of columnists and some of the people he's seen on TV. He winds up the evening thinking that you're a big shot and that it's a privilege to do business with you."

Or does he? Not everybody thinks so. "You have to be careful," another salesman said. "A lot of businessmen got where they are by pinching pennies. They're cost accountants at heart. Moreover, a lot of them don't know exactly which fork to use or what to say if you introduce them to a celebrity. If you take a fellow like that out for too big an evening, he's liable to wind up thinking you're a snob and a wastrel."

Nobody is ever likely to find out the absolute truth on just what, if anything, the expense account buys—for the fact is that it would hardly pay to find out. For all the ostentation of the expense society, all its lavishness and conspicuous waste, the money involved is small change in the corporate sense. Take for example just a good substantial steel company spending around $400 million a year for ore, coal, machinery, buildings, labor, salaries and miscellaneous. If the firm has 200 officers and salesmen on expense accounts, which would be about standard, and they spend an average of $5,000 a year each, the expense accounts would all mount up to just one-quarter of 1% of the company's total outlay. In most businesses the expense account amounts to hardly more than a fly speck on the corporate books. As long as there is any chance whatever that it is helping business—or even as long as competitors think it helps business—the expense account will be with us.

CONTINUED ON NEXT PAGE

How to make money by giving it away



The crowning irony of the present tax laws is that it is sometimes possible to make money by giving some of it away. Suppose a man in the 90% income tax bracket owns some stock for which he paid $3,000 years ago. It is now worth $10,000.

Of course he can postpone the day of reckoning by just keeping it, but if he sells he must pay a long-term capital gains tax of 26% on his $7,000 profit. Into his pocket will go $10,000 minus $1,820 tax, or $8,180. But if he gives the stock away he can list its full $10,000 value as a charity deduction and in his 90% bracket this saves him $9,000 in income taxes. Thus he makes $820 ($9,000 minus $8,180) by giving the stock away instead of cashing it in.



UNION PACIFIC RAILROAD

It's all play and no work when you go

UNION PACIFIC



It's just plain fun to go by train—by Union Pacific—when you travel thru the West. No question about where to sleep . . . where to get good meals.

Let's consider meals. You can't get better food than is served on Union Pacific dining cars. It's fresh, wholesome, and prepared by chefs who know how to bring out the flavor.

Vacation time is near. Send coupon for booklet, illustrated in color, describing the region in which you are interested. See list at lower left.

Union Pacific Streamliners and other fine trains provide excellent daily service westward from Chicago, St. Louis and Kansas City . . . eastward from Los Angeles, San Francisco, Portland. Consult your travel or ticket agent.

Save your car. Enjoy the advantages of train travel and rent a car at your destination for sightseeing. Rates are low.



Free *Union Pacific serves vacation regions listed at left. Mail coupon for your free illustrated booklet.*

Zion-Bryce-Grand Canyon National Parks...California ...Las Vegas-Hoover Dam ...Yellowstone and Grand Teton National Parks...Sun Valley, Idaho...Pacific Northwest...Colorado... Western Dude Ranches.

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Room 620, Omaha 2, Nebraska

I am interested in region named below.

Please send free booklet.

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NAME_____

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CITY_____ ZONE____ STATE _____

Also send information about All-Expense Vacation Tours ☐

If student state age____ and special material will be enclosed.

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It's spring again...

and with the first robin comes Mitzi's new spring frock in fine-checked broadcloth with red cinch belt . . . just one of a whole garden of fresh spring styles by Mitzi. All designed with an eye to fashion, in sturdy, washable fabrics.

Sizes 4-12 about $4.98
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For nearest store, write:
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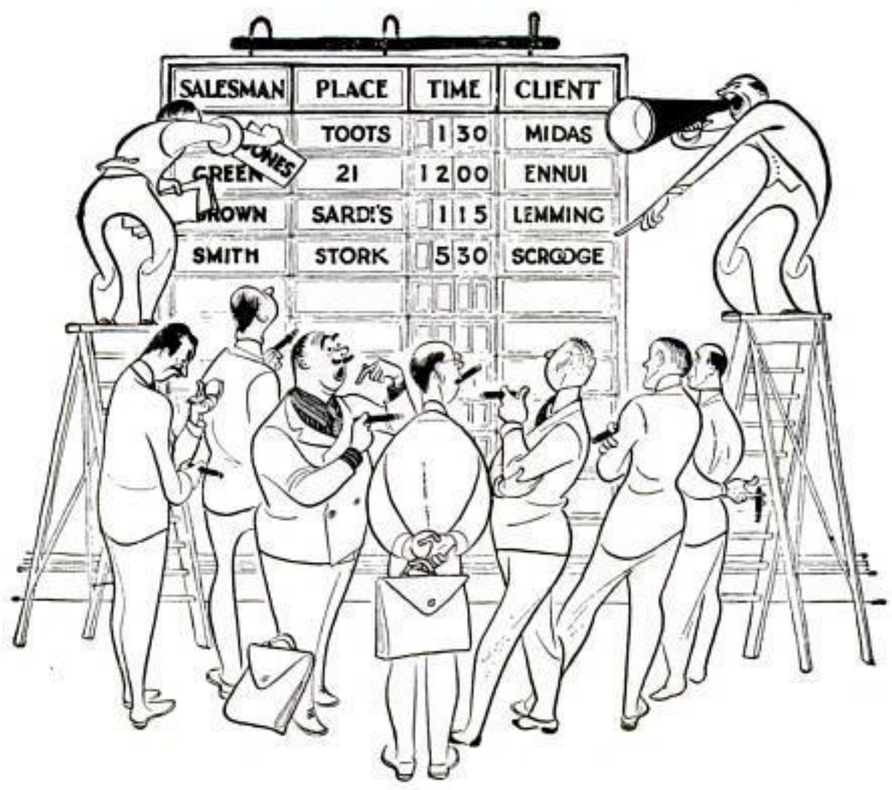
A lot of companies do worry about the psychological effect of entertainment spending. As one marketing man put it, "Let's say there's a hardware convention out in the Midwest somewhere. And to the convention go four companies that make hammers. Three of them are big, rich and in the excess profits bracket. They can well afford to set up hotel suites with food and drink served by pretty hostesses, and limousine service to and from the door. The fourth company is new, small and just struggling along, without a spare nickel to spend for that sort of thing. Naturally the fourth company figures it's under a terrible handicap. But the funny thing is that the three big companies are equally worried. How far can they go without seeming vulgarly ostentatious? At what point do their customers start deserting them out of sympathy for the little fellow?"

One executive for a very wealthy corporation said, "Naturally we worry about seeming too lavish. You have to be careful about spending so big and seeming such hotshots that all the little fellows start hating you." Another corporation man said, "The companies that are really on the ball in New York are always careful to deploy their executives. They check on how many are going to have dinner in town, and where. They don't want to take a customer into '21' or a place like that and have him see eight or ten of their other executives also entertaining customers there. He's liable to get the idea that they're pretty careless with their money —which in the long run is *his* money. So the idea is to spread around and have everybody stay out of everybody else's way."

Some businessmen think that the Age of the Expense Account is as much a matter of prosperity as of peculiar taxes. "Sure it makes it easier when you can pay out the money with 18¢ dollars," one of them says, "but business has been booming and expanding for so long that nobody really gives a damn about money any more. Back in the '30s, when practically everybody was riding that thin line between red ink and black, you didn't see this sort of thing. Every businessman thought twice before okaying a voucher for anything —even a new typewriter ribbon. Now who cares? Take the matter of salesmen. Say you've got a fellow who's bringing in $100,000 a year worth of business. Allowing 10% for sales expenses on your budget, which is maybe even too high, that fellow shouldn't cost you more than $10,000 a year—for everything. The $10,000 should cover his salary, his expenses, the overhead of his office, his supplies, his phone calls and his secretary, if he's got one. But that's a rule of thumb that's been forgotten. If he spends a couple of thousand a year just taking customers out to lunch and dinner, so what? The company's got so much money in the bank that nobody's going to worry.

"In the '30s no company would spend a penny on anything that wasn't of absolutely 100% proven use. Nowadays we're in a frame of mind where we won't turn down anything that isn't absolutely 100% proven useless. If the excess profits tax expires in June, I don't think it will make a bit of difference to expense accounts. But give us six months of business recession and an awful lot of people are going to have to start buying their own drinks and meals again."

The strange thing is that so many people would apparently *prefer* to buy their own—if only the economy and the tax structure left them any money to do it with.



Some companies deploy their expense account diners so too many of them won't be in the same restaurant at the same time.

RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS FAST



The way thousands of physicians and dentists recommend

Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.



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Peanut-buttery 1-2-3 Cookies *ready to bake in 5 minutes.* Just reach for the
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HERITAGE
The Radio Show based on
LIFE'S PICTURE HISTORY OF WESTERN MAN
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ONLY IDEAL'S
SAUCY WALKER
DOLL *Does Everything!*



Walks, flirts, rolls her eyes, turns her head, sits, stands, cries, sleeps. Wash, curl her SARAN hair. 22" tall $15.95. 16" — $9.95. At better doll depts.
IT'S A WONDERFUL TOY.... ITS IDEAL



VELVET-CRUMB CAKE
Rich, delicate butter cake—*easy with*
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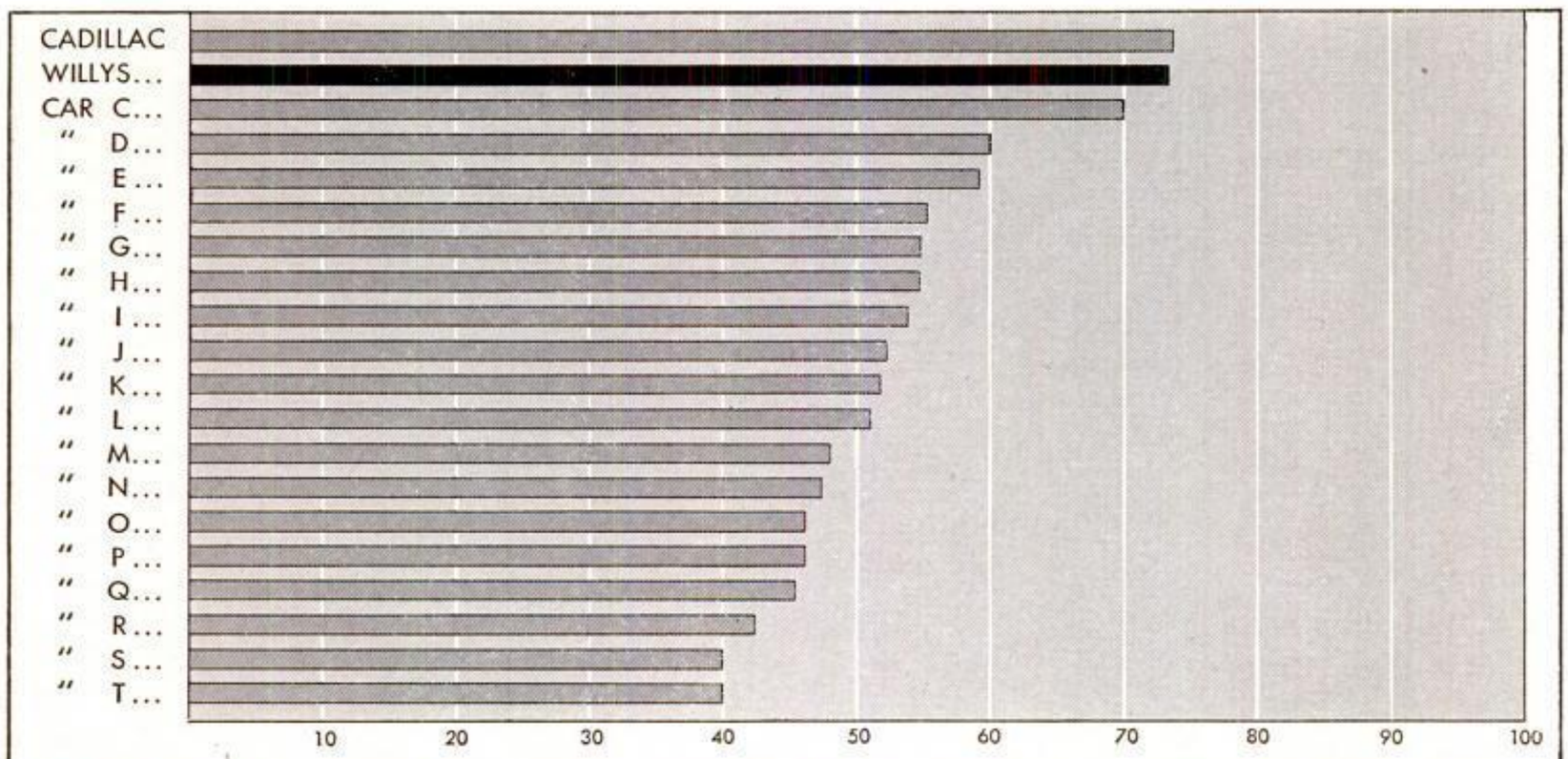
Mothersill's
The fast-acting aid in preventing and relieving Travel Sickness.
for ADULTS and CHILDREN
MOTHERSILL'S TRAVEL REMEDY 53

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HATS OFF TO CADILLAC!



Exhaustive tests made with 20 leading cars during the past year by Motor Trend Magazine, the great authoritative magazine of motoring, are reviewed in the February 1953 issue. *Performance, Handling, Safety, Economy* & *Maintenance* were the principal classifications of comparison.



"FINAL STANDINGS" are shown here as published in Motor Trend Magazine, with the exception that names have been deleted. This publication stated all the above mentioned test factors were considered in its conclusions. You should read the entire Motor Trend article.

Aero Willys is proud to stand next to the "Standard of the World"

The FINAL STANDING Chart (above) tells a story of great importance to you and everyone who owns a car.

It tells of the amazing record of the finest Willys car in 50 years, which combines both aerodynamic and automotive engineering.

This test, and many others, pile up new proof that the *Aero* Willys, built with the ruggedness of the world famous 'Jeep' and designed with the superb styling and comfort of an airliner, has set new value standards in performance and economy.

Willys dealers give you the most startling comparison of all in the new low *Aero* Willys prices.

No matter what car you are considering, you owe it to yourself to drive the *Aero* Willys before making up your mind.

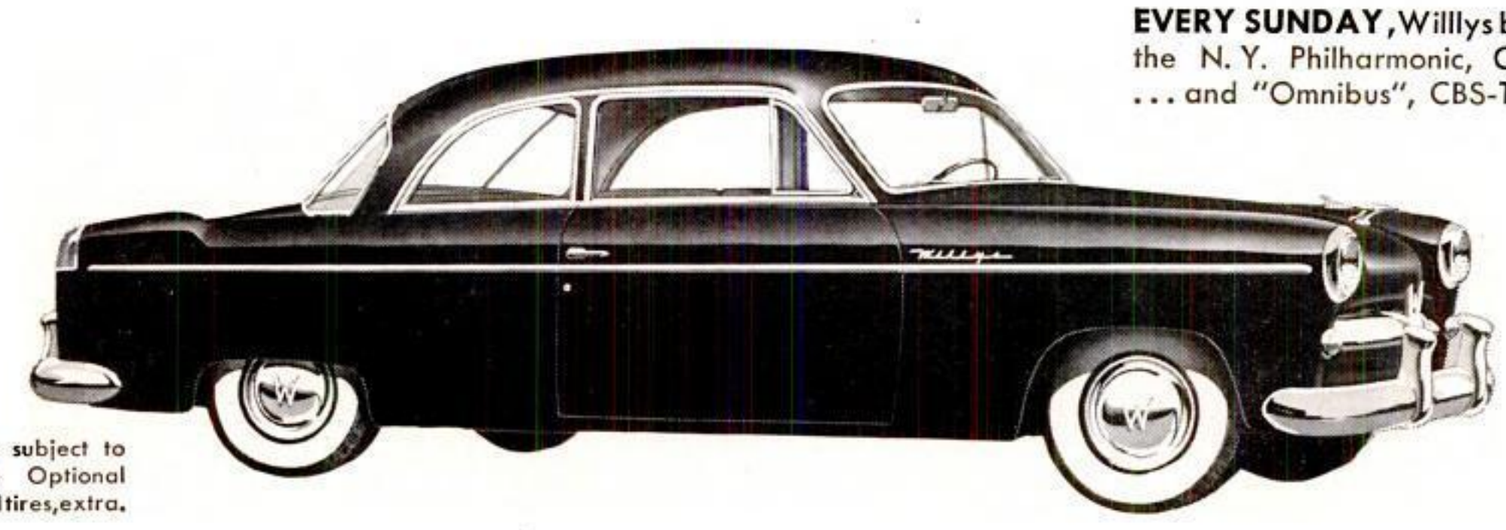
Willys-Overland Motors, Toledo, Ohio.

SEE YOUR NEAREST WILLYS-OVERLAND DEALER FOR A COPY OF THE MOTOR TREND ARTICLE SHOWING HOW ALL TWENTY MAKES STAND IN THEIR COMPARISON

Aero Willys

WILLYS-OVERLAND 50th ANNIVERSARY

EVERY SUNDAY, Willlys brings you the N. Y. Philharmonic, **CBS-Radio** ... and "Omnibus", **CBS-Television.**



Specifications and trim subject to change without notice. Optional **equipment, white sidewall tires, extra.**

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Age-old secret of smooth, firm skin! "It is well established that men who sort wools in the grease form . . . develop very soft hands," says F. Eugene Ackerman, President of the Wool Bureau.

SHEPHERDS — from their gentle hands came the clue to gentler shaving

For centuries, people have known that men who tended sheep had amazingly firm, smooth hands. And yet this contradicted common sense:

How could these men, tending flocks in chill blasts and scorching sun, have skin so clear and smooth?

And then someone came up with the answer! A mysterious natural substance in the fleece of lambs and sheep acted to prevent irritation in human skin. This discovery has made possible one of the most important steps forward in modern shaving . . .

Now scientists confirm that discovery and concentrate *25 times as much* of this beneficial substance in a new ingredient—LANOTRATE[25]—which lets you shave close without irritating your skin.

With active Lanotrate[25] found only in the new Williams shaving creams, you:

1. **Actually increase water's ability to penetrate and soften stubborn stubble —*for closer shaves* . . .**
2. **Protect your skin with a lubricant coating, ease the razor across your face —*for faster, more comfortable shaves* . . .**
3. **Leave active LANOTRATE[25] on the face— easily absorbed, to condition your skin for shaves to come.**

Choose either of the new Williams luxury shaving creams, *Lather or Brushless*—or the new Williams Instant Lather, an automatic "push-button" shave in the pressure can. See what a difference you feel—see how your razor *glides* across your cheek.

Special Introductory Offer

Buy your choice of the new Williams today. If you don't agree that it is what you have wanted for years, mail the partially used container to us and we'll send you *your money back, plus postage.*

251 skin specialists acclaim use of new LANOTRATE[25]*

Registered skin specialists were asked what they thought of the new Williams Shaving Cream. 90% of those replying approved the inclusion of LANOTRATE[25]. Here are typical replies (actual letters in our files):

"Leaves no abrasions, no burning, gives 'soft-skin' feeling following a clean, close shave." . . . M.D., Waterbury, Conn.

"Excellent for skin; in fact, I do not know a better shaving cream." . . . M.D., Watertown, Mass.

"I believe it to be a distinct advantage." . . . M.D., Boston, Mass.

*LANOTRATE[25] is a liquid multisterol extract which is non-ionic, surface-active agent. The active factors in this product are free sterols and related compounds.



Exclusive in Williams, LANOTRATE[25] brings you its benefits no matter which shave cream you prefer: Williams Lather, Williams Brushless, or the new Williams Instant Lather, a "push-button" shave in a can.

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SONG THAT LAUNCHED A THOUSAND YIPS



IN A PET SHOP, SETTING FOR "THAT DOGGIE IN THE WINDOW," PATTI PAGE TRIES OUT HER SONG ON A PUPPY. UNLIKE DOG IN THE SONG, IT FAILED TO BARK

Patti Page discovers a barking bonanza in a maudlin tune about a little dog 'with a waggely tail'

Singer Patti Page was trying out a new song which, since it was composed by Robert Merrill (*If I Knew You Were Comin' I'd've Baked a Cake*, *Sparrow in the Tree Top*), held promise of becoming a fair hit. It was a maudlin lyric about a girl who wanted to buy her boyfriend a dog to remember her by. "How much," sang Miss Page, "is that doggie in the window? The one with the waggely tail—" Almost without thinking, Miss Page's manager joined in with a couple of puppy yips which convulsed singer and musicians with laughter. Like a flash, it struck the Mercury recording executives that some yips were just what the sad song needed.

The noise of dogs barking was added to the recording, and because of these sounds *That Doggie in the Window* has become the biggest current novelty—or nuisance—in the music world. In six weeks it has sold more than 700,000 records, has kept up the enormous success of Composer Merrill (*next page*), has deluged Mercury Records with requests for free dogs and has set countless singers and schoolchildren from coast to coast to yipping like pups.

CONTINUED ON NEXT PAGE

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Now there is a personal 'CHAP STICK' for every member of the family. Each is individually marked for quick identification.
*'CHAP STICK'—personally yours**



When you wake up in the morning with parched, chapped *lips*... make a dive for soothing, smoothing 'CHAP STICK'.
'CHAP STICK' for cracked, sore lips



For sure, speedy relief—service your chapped, weather-sore lips with *antiseptic* 'CHAP STICK'.
'CHAP STICK'—keeps lips fit

☆

Take 'CHAP STICK' with you wherever you go. Pocket-size, easy to apply. Relief swift and long lasting. And now you can buy a *personalized* 'CHAP STICK' for every one in the house—*each individually marked* for quick identification.

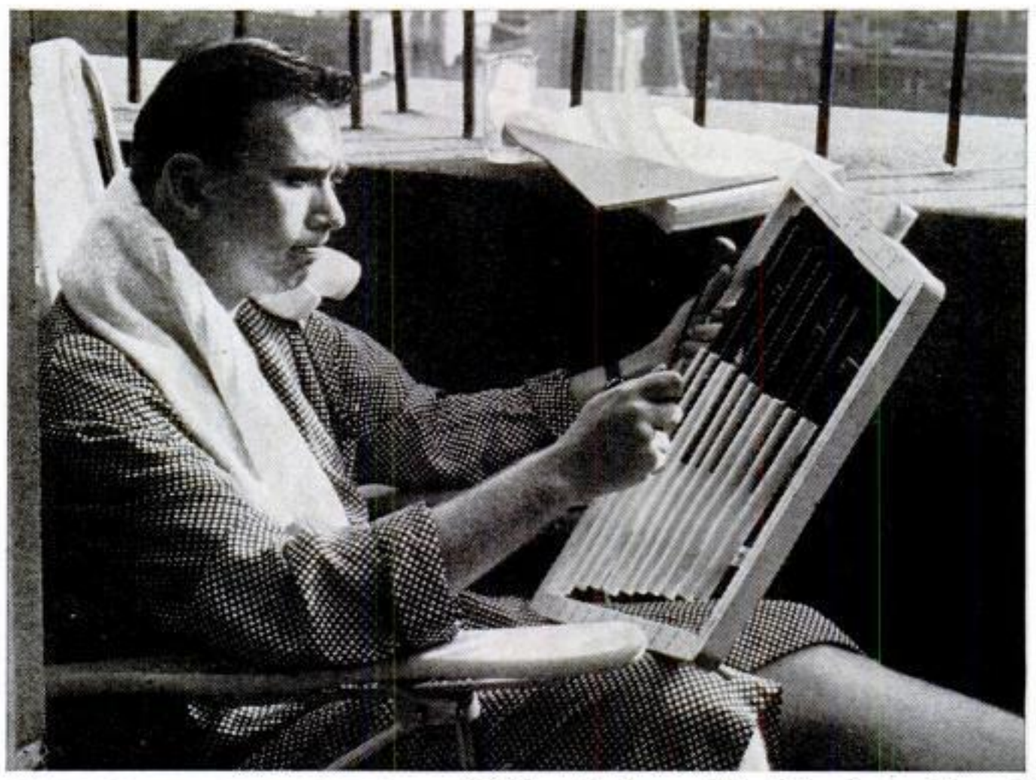
Think of 'CHAP STICK' first for dry, chapped, cracked lips. Say "no" to substitutes — insist on 'CHAP STICK', *the only antiseptic lip balm.*

• *For hands that work, there's nothing like* 'CHAP-ANS'— *the man's hand cream.*

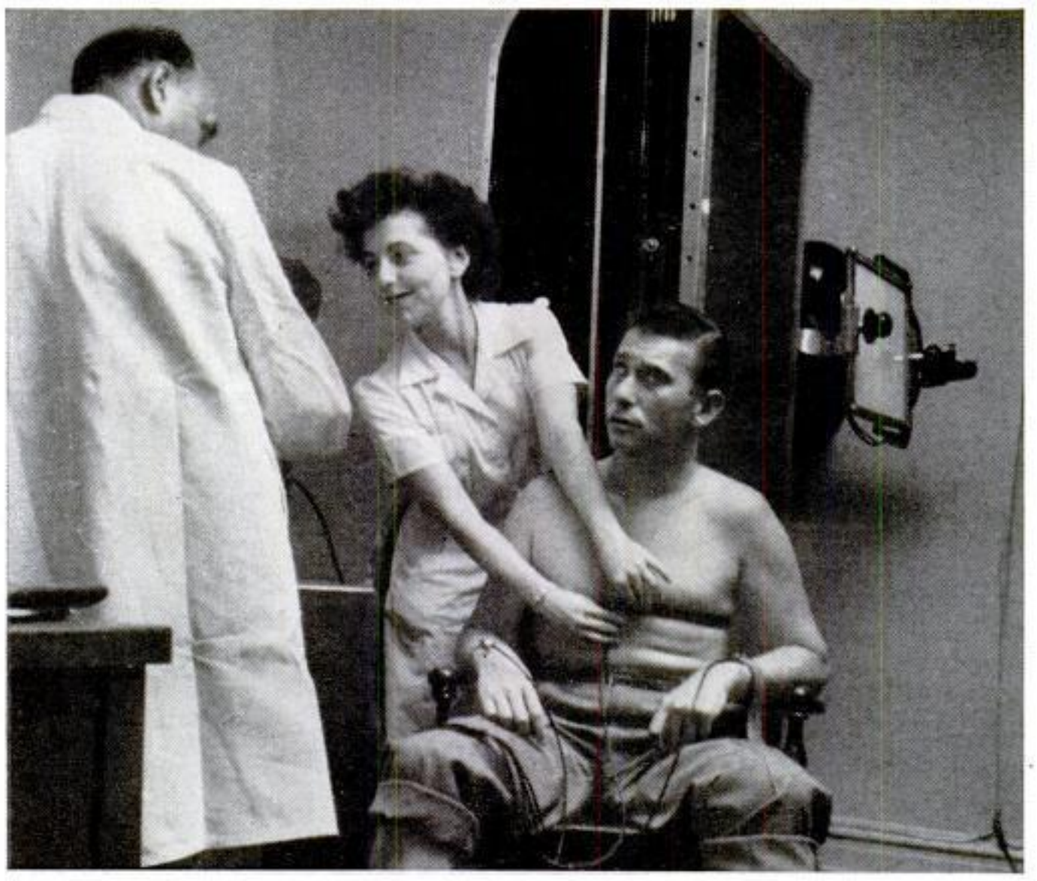


HE SCORES PADDYWHACKY HITS

Robert Merrill (real name, Henry Lavan) composed 3,000 songs before he wrote his first big hit. Meanwhile he earned a living as dishwasher, burlesque comedian, movie director and live dummy for wrestlers. He struck Tin Pan gold in 1950 with his *Bake a Cake*. Since then, he has turned out a succession of novelty hits unequaled by any other songwriter, among them *Candy and Cake*, *My Truly*, *Truly Fair*, *Feet Up*, *Pat Him on the Po-Po*, and now *Doggie*. In three years his songs have sold millions of copies of sheet music and records and earned for him over $500,000. A strong user of pounding rhythms and odd sound effects, Merrill, who writes both words and music, starts 300 tunes a year, finishes about 10, is now working on one with the lines: "Her shoes paddywhacked in the front and the back and they went chickeracky boom."



TAPPING OUT A TUNE on child's xylophone, Merrill, who can't read music, composes on terrace of Manhattan apartment. Merrill is 31, a bachelor.



ENJOYING A CHECKUP by doctor, Merrill, who worries about his health, has heart examination. He has one every two months now that he can afford it.



DATING A SINGER, Merrill dines with Patti Page. A light eater, he has written several songs rhapsodizing on candy, cake, coconuts, jelly and fish.

Why

COLD SUFFERERS *Prefer* STANBACK

1. **Several fast-acting medically-approved ingredients, scientifically blended into easy-to-take Tablets or Powders.**
2. **Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.**
3. **As a gargle STANBACK relieves sore throat due to colds.**
4. **Relieves simple headache—neuralgia, discomforts due to colds.**
5. **Handy to carry in pocket or purse for convenience at work or play.**

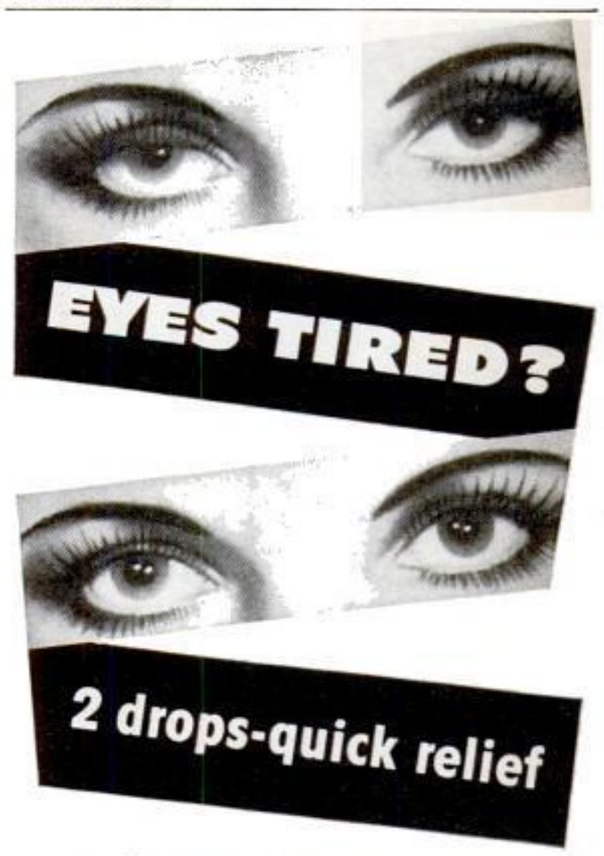
Test STANBACK yourself . . . tablets or powders . . . against any preparation you've ever used.



STANBACK



MEAT PIE
For flaky, tender meat pie topping, *just add milk to*
Bisquick
General Mills



Make this simple test today
Just put two drops of Murine in each of your tired eyes—and see how the feeling of fatigue seems to float away. Gentle Murine bathes your eyes in cool refreshment. Murine makes your eyes feel good!

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for your eyes



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Me? I'm paying for excessive Jury Awards?

Yes, Mrs. Jones, you pay for liability and damage suit verdicts whether you are insured or not.

For example, higher insurance rates paid by the folks who helped fill your market basket—farmers, processors, truckers, wholesalers and retailers—are reflected in your grocery bill.

You see, claims against insurance companies are paid out of policyholders' premiums. When jury awards are excessive, all business firms' premiums must be increased.

And since insurance premiums are part of the over-all cost of doing business, higher premiums must be passed on to you and every other member of the buying public through higher prices.

Next time you serve on a jury, remember this: When you are overly generous with an insurance company's money, you help increase not only your own premiums, but also the cost of every article and service you buy.

Most claims for damages are legitimate and reasonable, and are amicably settled out of court.

However, as jurors tend more and more to give excessive awards in cases that do go to court, such valuations are regarded as establishing the "going" rate for the day-to-day out-of-court claims—all of which means increased insurance premium cost to the public.

A M E R I C A N - A S S O C I A T E D I N S U R A N C E C O M P A N I E S

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OPENING VEIN of an elderly patient with high blood pressure, Dr. Nast manages entire procedure.



SOLVING A PUZZLE, he consults wife (*right*), using dictionary, while secretary fills in the words.



FEELING THROAT of patient, he hears condition and color described in detail by his wife Manon.



DOCTOR GREETS PATIENT IN DOORWAY OF WAITING ROOM WHILE OTHERS WAIT IN GARDEN TO SEE HIM

Life Calls on a Blind Doctor

FRENCH PHYSICIAN TREATS UNSEEN PATIENTS

In 1931, after having served as doctor for ten years in the village of Chelles, outside Paris, Albert-André Nast became blind and resigned himself to giving up his practice. But a patient came in for treatment and Dr. Nast found that even without eyesight he was able to diagnose the case. He decided not to quit. For 22 years now he has maintained the demanding routine of a country doctor, and the people of Chelles have never stopped trusting him.

Dr. Nast has had the help of four women: his wife, his secretary Suzanne Hutin, a midwife and a nurse who has been with him for 25 years. Mme. Nast and Mlle. Hutin accompany him on his calls and help in the consulting room where they guide his hand, give him instruments, describe the patient's visible symptoms. The nurse and midwife are so adept at "seeing" for Dr. Nast that he can do everything another doctor could do except surgery. Although he is a general practitioner, his first love is "La Nativité," the combined clinic and maternity home he created from a hunting lodge where he and his staff have delivered 4,000 babies.

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LISTENING INTENTLY, the doctor holds his ear against back of 3-month-old baby instead of using stethoscope to hear heart and respiration. Since his blindness, his other senses have become more highly developed. His fingertips are more sensitive, his hearing more acute and his sense of smell unfailingly accurate.

CONTINUED ON NEXT PAGE

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COLGATE Chlorophyll Tooth Powder



Releases The Full Benefits of Active Chlorophyll* In Your Mouth!

And only Active Chlorophyll does you any good!

New Colgate Chlorophyll Tooth Powder releases active chlorophyll before your eyes . . . you actually see it turn from white to green as you use it!

✓ ***Destroys Bad Breath*** originating in the Mouth. *Quicker-acting . . . more thorough!* Keeps your mouth fresh and sweet *longer!*

✓ ***Fights Tooth Decay.*** Attacks harmful acids recognized by dentists as a cause of tooth decay!

✓ ***Checks Common Gum Disorders!*** Gives you the effective benefits of chlorophyll to help you care for sore, tender gums!



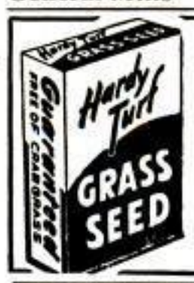
GIANT SIZE 59¢
LARGE SIZE 33¢

*Contains Water-Soluble **Chlorophyllins.**



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For perfect dumplings every time, *just add milk to*
Bisquick
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Save On Grass Seed
Mixture of fast-growing grasses and climate-tested Kentucky Blue Grass. Get it at your favorite store at money-saving price.



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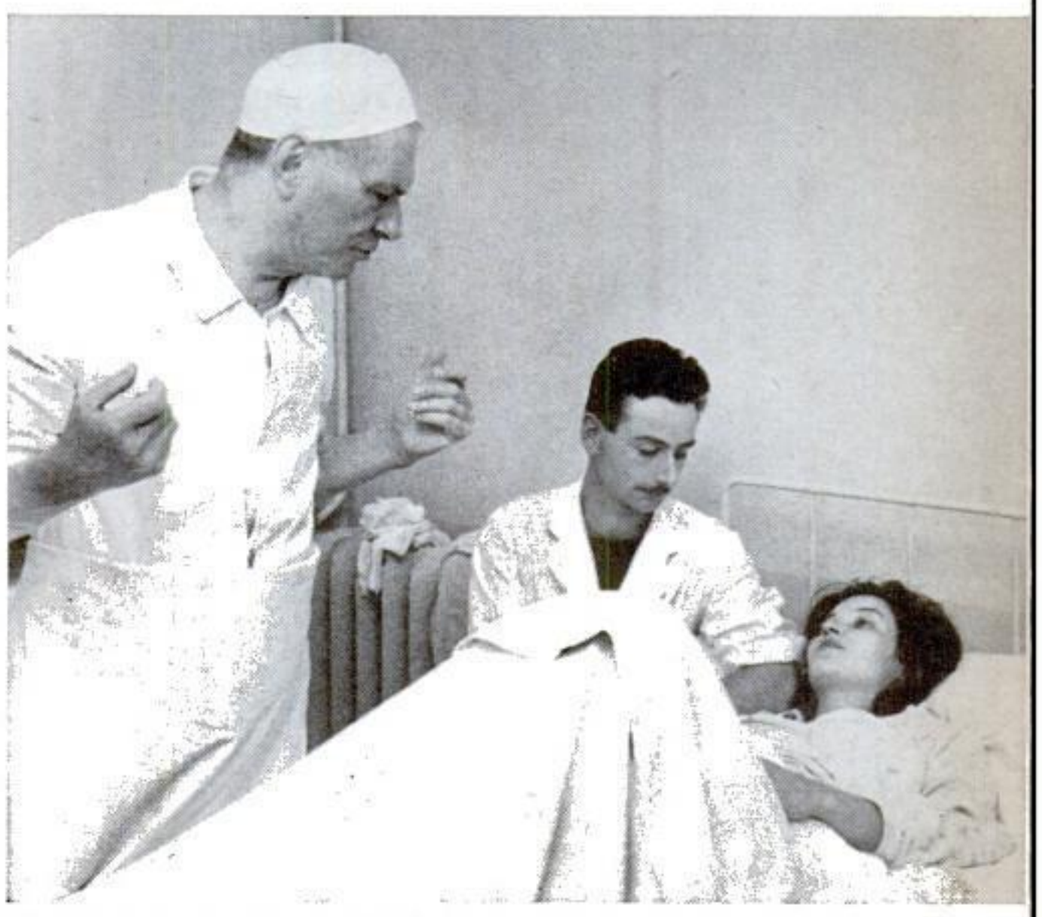
Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins.

COMPARE THE CALORIES . . .

Ry-Krisp..1 double-square wafer...	21
Bread....1 slice.....	63
Plain roll or bun.....	118
Biscuit or muffin.....	129

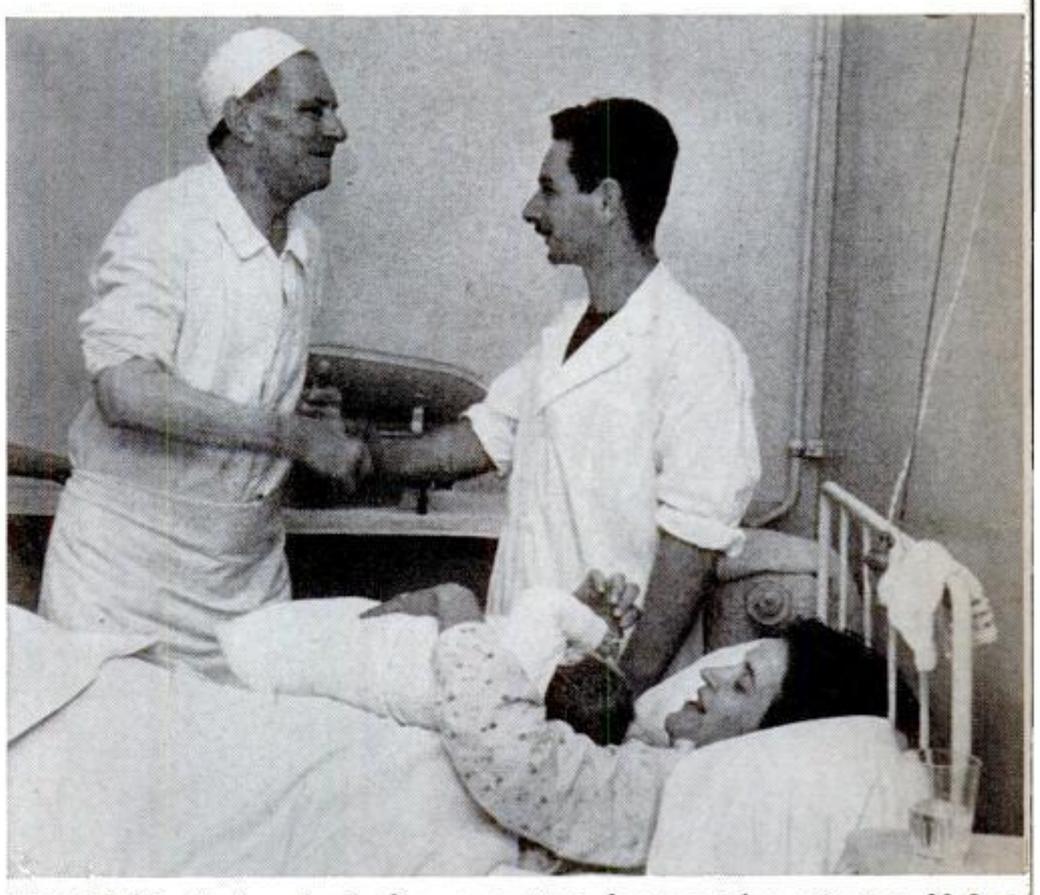
HE DELIVERS A BABY



BEFORE DELIVERY, Dr. Nast talks with Anita Meneveau and her husband, who is allowed to be in delivery room at maternity home during birth.



HOLDING UP BABY after cutting the umbilical cord, Dr. Nast hands the newborn infant to midwife Denise Demanesse to be cleaned and dressed.



ALL OVER, Anita, who had an easy time, beams at her minutes-old first-born while Dr. Nast walks over to shake hands and congratulate proud father.

CONTINUED ON PAGE 162

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CBS Columbia

TV SETS

with the *Power-Tron* Chassis for Studio-Sharp Pictures that Defy Comparison!



ARTHUR GODFREY, CBS-TV Star, chooses the new *FUTURA*. Superb 21-inch picture in modern blonde cabinet of rich, comb-grained oak. Designed for today's modern living.

Imagine! The exclusive *Power-Tron* Chassis not only abolishes poor "fringe-area" reception, but thanks to new circuits . . . blanks out streaks, blurs, "snow" and distortion. RESULT: You now get pictures with such clarity you'll think you're in the TV studio itself!

Only CBS, with its vast storehouse of engineering "know-how," could produce sets with such amazing performance. Yes, it took CBS to give you this *years' ahead* television . . .

With Built-in All-Channel UHF

Inspect the dazzling array of models in authentic, custom-crafted cabinets today. Compare performance, price, style, value! See your dealer and learn why America's finest television receivers are proudly tagged: "*Engineered By CBS-Columbia*"!

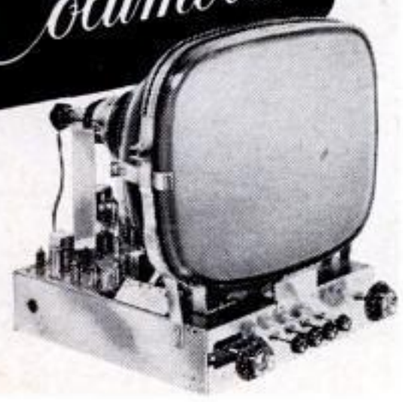
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This tag is your assurance of the *finest* in television.



Prices Start as Low as

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including Federal Tax, full-year warranty on picture tube, standard warranty on all parts.

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EXCLUSIVE CBS *POWER-TRON* CHASSIS, super-powered for long distance and difficult reception areas; performance-proved in test after test. With built-in All-Channel UHF.



AMBASSADOR—21-inch de luxe table model. Handsome cabinet in luxurious hand-rubbed, pin-stripe veneered mahogany. *Power-Tron 1000* Chassis.



CAVALIER—21-inch picture. Authentic English 18th Century full-door cabinet. Rich, hand-rubbed mahogany veneers. *Power-Tron 1000* Chassis.



PRESIDENT—21-inch console of exquisite mahogany veneers. Also available in blonde oak. A compact console of modern design. *Power-Tron 1000* Chassis.

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Arrow

Creme de Menthe

ON ICE CREAM

You ought to *taste* what delightful, lively flavor Arrow Green Creme de Menthe adds to your favorite ice cream. It's a colorful, delicious dish that looks like a party dessert . . . so easy to make . . . just pour Arrow on ice cream and serve . . . that's all.

THE POURING OF THE GREEN



4 Delightful Ways to Serve



FRAPPE: Fill glass with shaved ice, fill with Arrow Creme de Menthe. Sip through straw.



OVER THE ROCKS: Refreshing any time. Place 2 cubes of ice in old fashioned glass with 1 jigger Arrow Creme de Menthe.



GRASSHOPPER: ⅓ Arrow Green Creme de Menthe, ⅓ Arrow White Creme de Cacao (60 proof), ⅓ Coffee cream. Shake in shaved ice, strain into cocktail glass.



HIGHBALL: In glass . . . put 2 cubes ice, 1 jigger Arrow Creme de Menthe, fizz with seltzer.

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN . . . 60 PROOF



SHAVING HIMSELF with a straight razor, he rarely misses. But even before blindness he shaved with eyes closed because he found it avoided cuts.



SINGING AN ARIA, Dr. Nast is accompanied by Secretary Hutin. In his youth he studied singing in Paris, considered trying for an operatic career.

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How I feel about LIFE



You not only see —you *perceive*

by **JANE FROMAN,** TV, radio, and recording artist

When I was a child, in Columbia, Missouri, I can remember a favorite game—"What would you do if—?" You know . . . What would you do if you found a hundred dollars? What would you do if you didn't have to go to school?

And up until not long ago, I'd still look dreamily at my endless calendar of rehearsals, benefits, recording dates and wonder "What *would* I do—if suddenly all this stopped?"

The question was answered for me, in 1943, when the transport plane I was on crashed in the Azores. From then on, for five years, I spent most of my time flat on my back, in more hospital beds than I care to count.

Fortunately, while the rest of the world spun on, my friends kept me up on show business and current events. But the friend I'm most grateful to is the one who gave me a subscription to LIFE.

Now, I had always read LIFE like everybody else—I thought. But if your world has ever consisted mainly of four whitewashed walls and little else, you'll know what I mean when I say that I had never really read LIFE before.

With more time (and I had plenty to spare!) I found myself *actually reading* the pictures, not merely looking at them. It's an exciting little shock, when all of a sudden you get so you can discover for yourself exactly what the photographer is trying to tell you that he saw. I also found that every week there was so much more to LIFE than I had ever seen—far-away parts of the world, people in laboratories making strange discoveries, people with unusual lives to tell about.

For nowadays, show business is less and less of a world apart. Not only in your social life, but even in doing your regular job, you get thrown together with all sorts of interesting people—research chemists; modernist sculptors; big-time politicians; surgeons and lawyers and labor leaders. Hobbyists, of all description. Reading LIFE won't make you an expert in any of their fields, of course. But it certainly can help you lead "the fuller life," shall we say—if you don't have to sit there like a bump on a log, but actually talk to people like these, and add to your own knowledge and experience.

I guess you can say that LIFE not only helps you see more; it helps you *perceive* more. And what other kind of reading can be so useful and so pleasant at the same time?

LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

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AIDA'S CAT DANCE

Aida, a cat, lives in a house in Munich, Germany, where Rollo, a dog, also lives. Aida is full of pep. Rollo is phlegmatic, and when Aida sidles up to him he acts as if he wanted her to go away. But Aida is not put off. If other tricks fail to attract Rollo, she goes into what her owners call her "odalisque" dance (*above*), in which she sways and makes a pass at Rollo. Right after this photograph was made, as the big dog just sat there with his mouth half-open, the cat walked up to him and gave him a lick on the snoot.

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There's Nothing Like Old Grand-Dad

IF you are seeking perfection in bourbon, you should make the acquaintance of Old Grand-Dad soon. For here is one of Kentucky's finest bonds—a whiskey that has mellowed through its long maturing years in new charred white oak casks. A sip will tell you—there's just nothing quite so smooth, so rich, so heart-warming in flavor as Old Grand-Dad—the Head of the Bourbon Family.

The Old Grand-Dad Distillery Company, Frankfort, Kentucky



OLD GRAND-DAD

Head of the Bourbon Family

UNDER SUPERVISION OF U.S. GOVERNMENT
100 PROOF
BOTTLED IN BOND

REMEMBER . . . TOO:
BUY U. S. DEFENSE BONDS

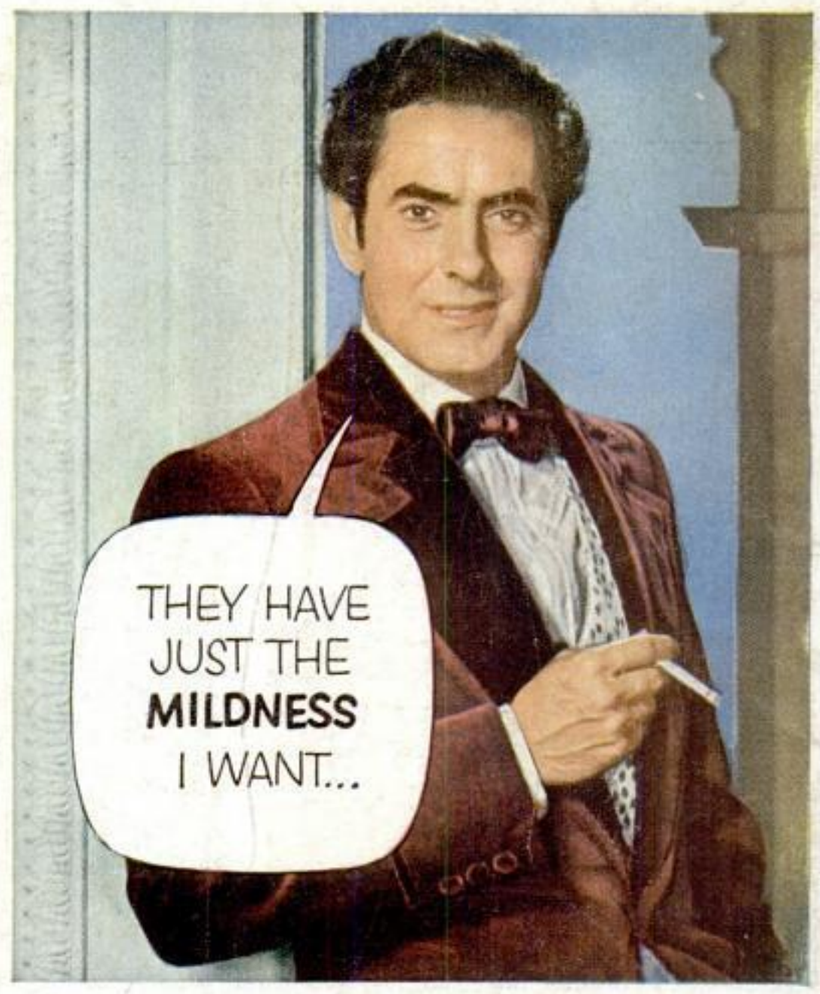
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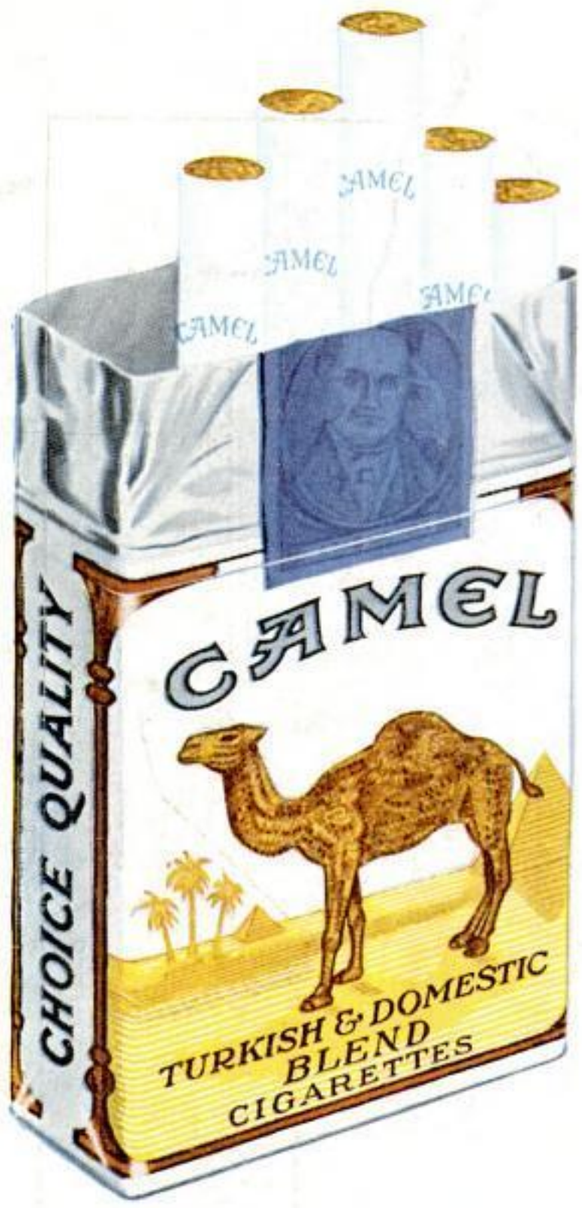
CAMELS,

TYRONE POWER?





TYRONE POWER, Star of "Mississippi Gambler", photographed on the set





R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

There must be a reason why

Do what Tyrone Power did – make your own 30-day Camel mildness test. You'll see the reason why Camel is by far America's most popular cigarette!

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